

SWIM BIKE RUN

2023 IRONMAN 70.3 STAFFORDSHIRE
ATHLETE GUIDE

IRONMAN
70.3® STAFFORDSHIRE
ENGLAND

WELCOME

To 2023 IRONMAN 70.3 Staffordshire

Welcome to the 2023 edition of IRONMAN 70.3 Staffordshire, since 2015 the event has been cementing its place as a 'must do' in the European race calendar and the latest edition is going to be no exception.



At IRONMAN we are continually striving to give our athletes the best race experience possible, spectators a great day out and local communities a spectacle to be proud of. For 2023 there has been some notable changes, none more so that the finish line is relocating to South Walls in the town centre, set amongst a buzzing plethora of restaurants and cafés. The change in finish location has meant that an exciting new run course has been developed which includes a trip through Victoria Gardens and of course the ever present, notorious Stafford Castle climb.

Complimenting some of the new sections of the course, will still be an amazing 1.2 mile swim in the calm waters of Chasewater Reservoir, a 56 mile ride through picturesque countryside including Cannock Chase which is a designated Area of Outstanding Natural Beauty. To complete the day you have the 13.1 mile run through the spectator lined streets of Stafford Town Centre.

I'd like to thank Staffordshire County Council and Stafford Borough Council for their support of the event, the many amazing communities along the course and our local & European sponsors of the race. Hosting an event of this scale would simply not be possible without a combination of fantastic IRONMAN staff and groups of dedicated volunteers, of which, Staffordshire possesses some of the best!

Please be sure to read this Athlete Guide carefully and watch the Athlete Briefing, paying extra attention if you're a first timer to gain a full understanding of the weekend.

Look after each other, enjoy a great race and we'll see you on the red carpet!

- Your IRONMAN 70.3 Staffordshire Race Director, Lewis Peacock

WELCOME

To 2023 IRONMAN 70.3 Staffordshire



WELCOME

To 2023 IRONMAN 70.3 Staffordshire

You have invested a lot of time, money and emotion into getting to the start line of any IRONMAN event, and the last thing anyone wants is for the day to end with the disappointment of a DSQ. The officials who are at the swim, in transition, out on the bike and run course and at the finish line are there to make sure that everyone has a safe and fair race and not to disqualify as many people as possible.



However, every IRONMAN event is a World Championship qualifying event and because this applies to every age group taking a range of times to complete the course, the rules will be applied throughout the event. To avoid having a bad day, here are some of the most common causes of athletes being disqualified.

Littering – deliberate littering is a non-appealable DSQ

Outside assistance – athletes should not take anything or give anything to anyone who is not a race official

Nudity – the only place you can strip off completely is in the screened off areas in the transition tents. If you cannot make it to the loo at the next aid station, please make sure you maintain public decency and be as discrete as possible

Abusive behavior – there are hundreds of volunteers who have given up their day to make your day special, any physical or verbal abuse of them or any other race officials or members of the public will not be tolerated

Electronic devices – we want your attention to be on the road, the marshalls, the athletes around you, and not on any type of electronic device. This includes music players, mobile phones, cameras, 'smart' helmets etc

Finish line – you cannot bring any family member or friend down the finish line with you. This is for the safety of the potential child, other athletes and to make sure everyone has the same opportunity for a special IRONMAN finish line photo. Imagine the two athletes behind you sprinting for a World Championship slot and having to try and avoid the athlete in front with a child on each hand

Please make sure you read the Athlete Guide and watch the Athlete Briefing. The event website has a link to the full IRONMAN set of rules, try and have a quick read through.

Remember the officials are there to make sure that all 2000 plus athletes have a safe and fair day, and we know that 99% of you want the same. There are always a few athletes who think they can break the rules to gain an unfair advantage and I'm sure you will support us in trying to stop them.

It is a great achievement to complete an IRONMAN event, wear your medal and t-shirt proudly, knowing you finished the event safely, fairly and honourably.

If you have any questions about the rules, please contact Athlete Services at the event registration area and we will be happy to try to answer your questions.

- Head Referee for IRONMAN UK and Ireland, Paul Lester

Athlete Guide - IRONMAN 70.3 Staffordshire



future of mobility



DISCOVER VF 8 AND VF 9.
COMING TO THE US, EUROPE
AND CANADA IN Q4 2022
www.vinfastauto.us

TABLE OF CONTENTS

Event Schedule

Top 5 Things to do in Staffordshire

Directions and Parking

Shuttle Bus Information

Registration, Racking and Transition Bag Information

Bike and Bag Racking

Swim Practice

Rules, Regulations & Cut Off Times

Race Day Information

Swim, Bike & Run

On Course Nutrition

First Timer FAQ's

Post-Race Information

Sustainability

IRONMAN 70.3 World Championship & Slot Allocation



2023 IRONMAN 70.3 STAFFORDSHIRE EVENT SCHEDULE *Subject to change*

HOURS	DESCRIPTION	LOCATION
Friday 9th June		
09:00 - 17:00	Athlete Registration	Evans Park, Riverway
09:00 - 17:00	EXPO & Official IRONMAN Merchandise Store	Evans Park, Riverway
13:00 - 17:30	Transition 2 Open for Red Bag Check In	Evans Park, Riverway
1 week prior to race day	Athlete Race Briefing	Online
Saturday 10th June		
08:00 - 15:00	Athlete Registration	Evans Park, Riverway
08:00 - 17:00	EXPO & Official IRONMAN Merchandise Store	Evans Park, Riverway
09:00 - 17:30	Holland Park Car Park Opens/Shuttle bus start	Holland Park, Walsall
10:00 - 11:45	Official Swim Practice (Registered Athletes Only)	Chasewater Country Park
09:00 - 16:00	Transition 1 Open for Bike and Blue Bag Check in	Chasewater Country Park
08:30 - 16:00	Transition 2 Open for Red Bag Check in	Evans Park, Riverway
16:00	IRONPRAYER	St Chads Church
Sunday 11th June		
04:15 - 11:00	Athlete Bus Service Pick up	Doxey Road Car Park
04:30	Chasewater Car Park Opens	Holland Park, Walsall
05:00 - 07:00	Transition 1 Opens	Chasewater Country Park
07:00	PRO MALE Start	Chasewater Country Park
07:05	Age Group Rolling Swim Start	Chasewater Country Park
09:00 - 18:00	Stafford Town Centre Park and Ride	Beaconside Conference & Events Centre
09:00 - 18:00	Official IRONMAN Merchandise Store	Evans Park, Riverway
14:30 - 18:30	Transition 2 Opens for Bike & Red/Blue Bag Collection	Evans Park, Riverway
18:00 - 20:00	Awards Ceremony	Evans Park, Riverway



TOP 5 THINGS TO DO

Welcome to Staffordshire, the UK's biggest and best playground! History. Culture. Adventure. Nature. Staffordshire has it all – Britain's best brands, world-class attractions, adrenaline-pumping adventure and full-on fun!

Here are five great places to visit within a short drive of Stafford:

1. ALTON TOWERS RESORT

A day of adventure and excitement awaits at Alton Towers Resort, the UK's Number One theme park. Choose from Wicker Man, Nemesis and Oblivion to get your heart-racing, or head for CBeebiesLand for something for adults, children (and big kids!) of all ages.



2. DRAYTON MANOR PARK

There's plenty of thrilling coasters and rides at Drayton Manor Park too, including family-friendly fun at Thomas Land, the high-octane mayhem of Apocalypse and Shockwave, and a zoo packed with exotic and endangered species to explore and learn about.



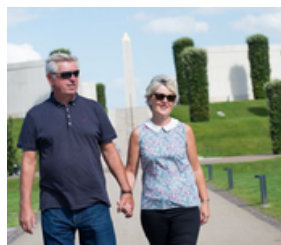
3. PEAK DISTRICT NATIONAL PARK

You've already biked across our Area of Outstanding Natural Beauty, now it's time to conquer our National Park! For lovers of the great outdoors, the Peak District is the ultimate playground with world-class rock climbing, challenging bike rides and mountainous hikes. Your reward is the breath-taking views!



4. NATIONAL MEMORIAL ARBORETUM

Take some time to reflect at the UK's national centre for remembrance, with 400 memorials and acres of tranquil woodland to explore, alongside riverside picnic spots, children's play areas, The Stick Man Trail, and more!



5. McARTHUR GLEN WEST MIDLANDS

Shop 'til you drop at Staffordshire's designer outlet village, home to your favourite and exclusive brands, huge discounts, and a host of well-known restaurants to help you refuel and recharge. Find more great places to visit in Staffordshire at www.enjoystaffordshire.com



enjoy Staffordshire



Staffordshire



Staffordshire the place to play this summer!

From history to health spas, culture to nature, Staffordshire is packed with attractions, adventure and full-on family fun! Where else would you find the UK's biggest theme park, or the UK's first indoor ski slope, a Monkey Forest, and the National Football Centre? The list goes on..

To start planning your next visit and where to stay on your short break visit our dedicated tourism site:
www.enjoystaffordshire.com
or simply scan the code ►



SCAN ME

Follow us:

Twitter: @enjoystaffs / @wearestaffs
Instagram: @enjoy_staffordshire / @wearestaffordshire
Facebook: enjoy staffordshire

Don't forget to use
#WEARESTAFFORDSHIRE
to share your adventures!



Get race-ready with Hyperice

Our suite of products help to relieve tension, unlock sore muscles, and prime your body and mind to be at their best, so you can recover faster and train harder.

Swim. Bike. Run. Recover.



Fly to IRONMAN® events worldwide with Qatar Airways

As Official Airline Partner of the Global IRONMAN® Series and IRONMAN® 70.3® Series, until 2025, Qatar Airways is proud to connect athletes, officials and fans worldwide. Athletes travelling to and from events will benefit from additional offers, including promotional fares and special offers.



Save up to **10%**
as a registered athlete



Earn **2,000**
Avios in Economy Class and
4,000 bonus Avios in
Business or First Class



Enjoy enhanced flexibility
with one complimentary
date change



Carry your race bike as
checked baggage at no
additional cost*

qatarairways.com/IRONMAN

*Only for athletes.



2023 OFFICIAL AIRLINE PARTNER

DIRECTIONS

TRAVEL INFORMATION

Registration, EXPO & The Finish Line will all be based in Stafford Town Centre

Stafford Town Centre is located just a few miles from the M6 motorway in the West Midlands of England. You can use Junction 14 from the North or Junction 13 if approaching from the South.

Town Centre

A postcode to use for parking is ST16 3AQ, this will take you to **Civic Car Park** ([///villa.calm.gentle](http://villa.calm.gentle)), but various car parks are available to use.

By train: The nearest mainline station is Stafford.

By bus: There are various buses to Stafford Town Centre depending on where you are coming from. Please see [HERE](#) for the bus routes.

Transition 1 & Swim Start

Please use **Holland Park Car Park**, the post code is: WS8 7LW this will take you to the end of 'The Parade' please drive down this road to get to Hollard Park ([///satin.sediment.wager](http://satin.sediment.wager))

Please note that some sat-navs suggest a route over the Chasewater dam - which is closed to motor vehicles. The access road to the site is directly off the A5 and the parking areas are signed from there.

Do not park on the A5 Chasewater slip road during the weekend.

Access must be maintained for emergency vehicles.

PARKING

TRAVEL INFORMATION

STAFFORD TOWN

There are a number of car parks available in Stafford Town Centre which athletes and spectators can choose where to park at their own discretion during the event weekend.

The main long stay car park with capacity on Friday, Saturday & Sunday is:

Waterfront Multi Storey at the postcode ST16 2HQ (Max Height 2m) - [///vines.same.dollar](http://vines.same.dollar)

There are other car parks available depending on the duration of parking. You can check out all Stafford Borough Council car parks and costs [HERE](#).

PLEASE NOTE: Restrictions may be in place in some longer stay car parks on Sunday race day due to the IRONMAN 70.3 Staffordshire Event.

Parking in Stafford

Short Stay

- 2 Stafford Leisure Centre ST16 3TA
- 5 Broad Street ST16 2DE
- 11 Doxey Road ST16 2TF
- 11a Doxey Road ST16 2TF

Variable Stay

- 1 Civic Centre ST16 3AQ
- 3 Waterfront Multi-storey ST16 2HQ
- 4 Riverside Undercroft ST16 3AQ
- 6 South Walls (Civic Centre) ST16 3AQ
- 9 Victoria Park (was Tenterbanks) ST16 2QP
- 14 Windmill (was Castle Hill) ST16 2QB

Long Stay

- 12 North Walls (was Lammascotte Gyratory) ST16 3AD
- 13a Doxey Road (up to 5 days) ST16 2TF
- 15 Gaol Road ST16 3AW

Privately Owned Public Car Parks

- Charges and times vary

Payment by Credit Card

Credit cards are now accepted at select car parks.



Season Tickets

Season tickets are available for Waterfront Car Park and the long stay car parks listed above. Find out more at www.staffordbc.gov.uk/parking. To apply call 01785 619 000 between 8.30am - 4.30pm Monday to Friday.

Pay by Phone to Park

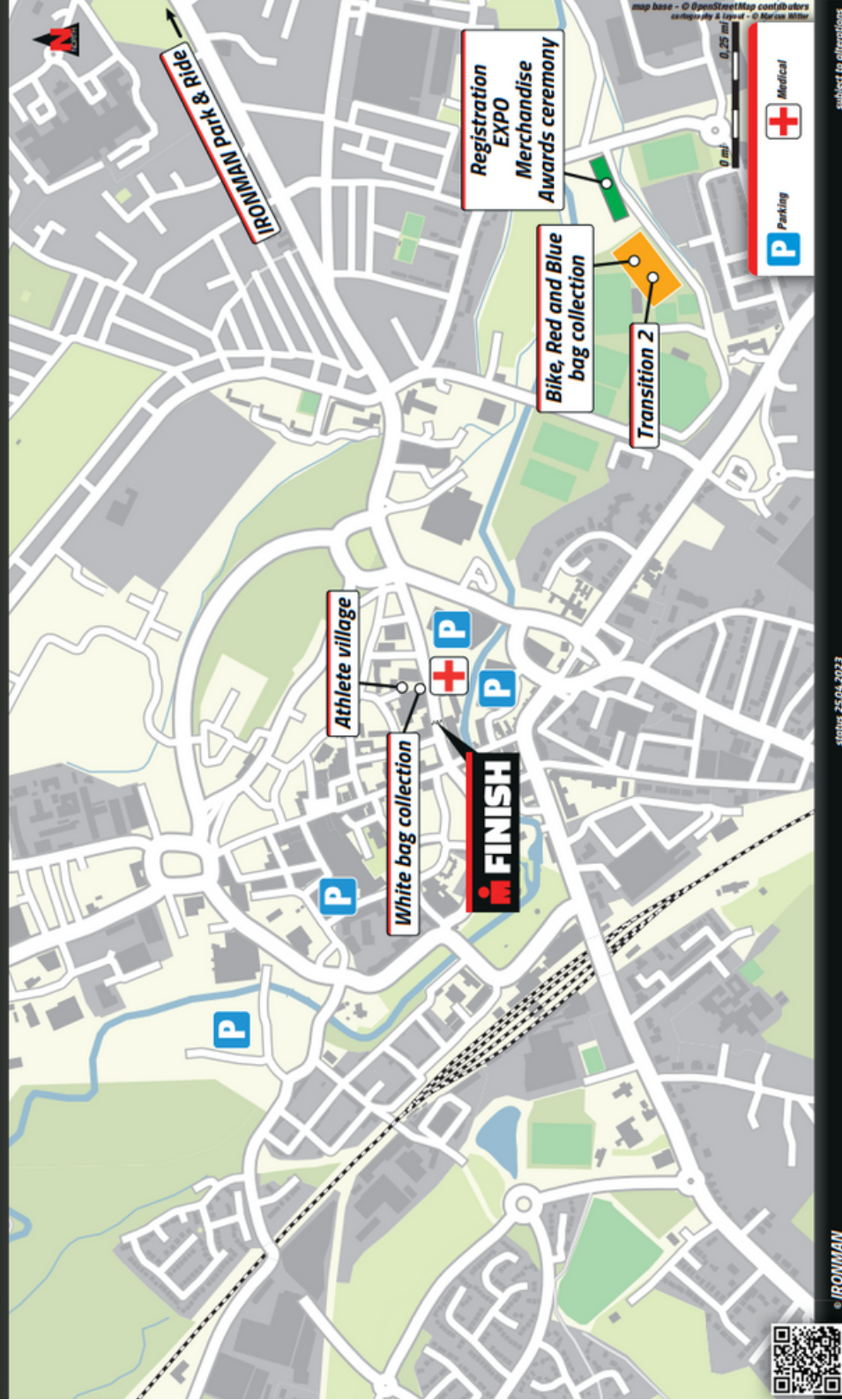
Cashless parking is a quick and secure way to pay to park in Stafford. See overleaf for details.

Pedestrianised Area

No access 10am - 4pm Monday to Saturday



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. 100018020 (2016)



SHUTTLE BUSES

Below you will find information on the 3 shuttle bus services available on the event weekend of IRONMAN 70.3 Staffordshire.

HOLLAND PARK – CHASEWATER

Saturday 09:00 – 17:30

Sunday 05:00 – 10:45

Post Code - WS8 7LW

What 3 Words [///satin.sediment.wager](https://www.what3words.com/satin.sediment.wager)

DOXEY ROAD (SAINBSURYS) - CHASEWATER

Sunday 04:15 – 11:00

Postcode – ST16 2TF

What 3 Words [///smoke.fuels.tooth](https://www.what3words.com/smoke.fuels.tooth)

BEACONSIDE CONFERENCE & EVENTS CENTRE - STAFFORD (PRIMARK)

Sunday 09:00 – 18:00

Postcode – ST18 0AA

Parking and Shuttle Bus Stop What 3 Words: [///flip.island.able](https://www.what3words.com/flip.island.able)

Primark Postcode – ST16 3AL

Primark What 3 Words [///villa.yappy.copies](https://www.what3words.com/villa.yappy.copies)

- Bikes are permitted on the buses, however it is space dependent.
- No eating or hot drinks on the busses.
- No dogs except Guide Dogs.

SHUTTLE BUSES

Car Park & Shuttle Service

SATURDAY

HOLLAND PARK – CHASEWATER

WHO? Transport athletes from the Holland Park Car Park to T1 for bike check in/swim practice on Saturday.

WHEN? Saturday 09:00 – 17:30

JOURNEY TIME? Approx 10mins

COST? Parking and shuttle bus is **free** of charge.

This service will be on a continuous loop departing every 15 minutes. Both athletes and spectators can use this service.

SUNDAY

HOLLAND PARK – CHASEWATER

WHO? Transport athletes from the Holland Park Car Park to Chasewater for swim start.

WHEN? Sunday 05:00 – 10:45

JOURNEY TIME? Approx 10mins

COST? Parking and shuttle bus is **free** of charge

This service will be on a continuous loop departing every 15 minutes. Both athletes and spectators can use this service. **Athletes will be given priority at busy times!**

DO NOT leave your car in Holland Park after 11:30 on race day as the car park will be locked. Please drive to Beaconside Conference & Events Centre and use the shuttle service into Stafford.

HOLLAND PARK TO CHASEWATER	
First Bus Depart	09:00
First Bus Arrive	09:15
Last Bus Depart	17:00
Last Bus Arrive	17:15

CHASEWATER TO HOLLAND PARK	
First Bus Depart	09:15
First Bus Arrive	09:30
Last Bus Depart	17:15
Last Bus Arrive	17:30

HOLLAND PARK TO CHASEWATER	
First Bus Depart	05:00
First Bus Arrive	05:15
Last Bus Depart	10:30
Last Bus Arrive	10:45

CHASEWATER TO HOLLAND PARK	
First Bus Depart	05:15
First Bus Arrive	05:30
Last Bus Depart	10:30
Last Bus Arrive	10:45

SHUTTLE BUSES

SUNDAY

DOXEY ROAD (SAINSBURYS) – CHASEWATER

WHO? Transport athletes and spectators from Stafford Town Centre to Chasewater for swim start and a return service for spectators back into Stafford after the swim.

WHEN? Sunday 04:15 – 11:00

JOURNEY TIME? Approx 45 mins

COST?

Parking at Doxey Car Park is £1 all day (paid at car park ticket machines)

Bus Service is **FREE** for athletes with their wristband. Spectators £5 Adult, £3 Child 6yrs+

PLEASE NOTE: Athletes can purchase shuttle bus tickets for their spectators as an additional purchase on their MyEvents page on Active or in registration at the Athlete Services Help Desk on event week.

Buses will leave every 5 – 10 minutes at the below times with athletes taking priority at busy times.

Buses from Chasewater returning to Stafford will stop outside Primark in Town and at Doxey Road Sainsburys.

When parking in Doxey Road Car Park please make sure you **DO NOT** park in Sainsbury's Car Park.

ATHLETE PRIORITY SERVICE

First Bus Depart	04:15
First Bus Arrive	05:00
Last Bus Depart	05:30
Last Bus Arrive	06:15

SPECTATOR OUT SERVICE

DOXEY (SAINSBURYS) TO CHASEWATER

First Bus Depart	05:30
First Bus Arrive	06:15
Last Bus Depart	08:00
Last Bus Arrive	08:45

SPECTATOR RETURN SERVICE

CHASEWATER TO PRIMARK + DOXEY

First Bus Depart	08:30
First Bus Arrive	09:15
Last Bus Depart	11:00
Last Bus Arrive	11:45

SHUTTLE BUSES

SUNDAY

BEACONSIDE CONFERENCE & EVENTS CENTRE
- STAFFORD TOWN CENTRE PARK & RIDE

WHO? A FREE park and ride service for spectators throughout race day.

WHEN? Sunday 09:00 – 18:00

JOURNEY TIME? Approx 10 mins

COST? Free

Due to road closures in Stafford for the event there are a limited number of long stay car parking spaces available so please use the park and ride service where possible.

This bus service will operate on a continuous loop throughout the day offering a convenient way to park all day for free.

The town centre bus stop is outside Primark on South Walls by the finish line.

There will be a dedicated bus stop on Weston Rd for any athletes and spectators who want to catch the bus from Transition 2 to Beaconside Conference & Events Centre

SPECTATOR TOWN CENTRE PARK & RIDE SERVICE	
First Bus Departs Beaconside Venue	09:00
Last Bus Departs Stafford	17:45



ACTIVE



✓ 10k

✓ Marathon

✓ Cycling race

Triathlon

Explore your next race on ACTIVE.com



Take your racing experience to the next level with Enhanced Athlete Event Experiences powered by NIRVANA

Curated to meet the needs of IRONMAN athletes, enjoy a range of enhanced services such as priority check-in, dedicated bike maintenance, bike and bag return to your hotel post-race and much more.

- Dedicated line for bib package collection
- Low bib number
- Priority bike racking
- Early Access to IRONMAN store before public opening
- Dedicated morning bag drop off
- 24/7 access to a NIRVANA Athlete Manager on site
- Medal engraving
- Bike service from NIRVANA throughout Event Week (excluding parts)
- Priority Lane bike drop
- Race site familiarisation tour and Q&A with IRONMAN ambassador
- Access to dedicated NIRVANA bike mechanics in transition pre-race
- Pre-event access to dedicated Nirvana Athlete Service Manager
- Pre-event Group Video Call with Race Director
- Fast Track to Swim Start
- Convenient Drop of Street Gear at Swim Start
- Hosted bike and bag drop off
- Access to Athlete VIP Shuttle (NIRVANA transport from hotel to event site)
- Delivery of bike and bags from transition to hotel

CONTACT US

To hear more about how Nirvana can enhance your IRONMAN experience and best prepare you for your race, email the team:

contactus@nirvanasportstravel.com

nirvanasportstravel.com



IRONPRAYER

Race Chaplains

The IRONMAN race chaplains are available over race weekend for confidential, non-judgemental support. If you want a confidential chat, help, encouragement or just to see a friendly face then come and find us at the race village, or message us on 07884181033 (Pat on the right) or 07926 279494 (Jo on the left).

Saturday - IRONPRAYER

Race Day – at Swim Start, in T1, T2 and at the Finish Line!

IRONPRAYER

Saturday - 16:00 - 17:00

St Chad's Church, Greengate Street, Stafford ST16 2HP

This is an opportunity to meet for an informal short service of reflection and encouragement before race day. Athletes, families, supporters, volunteers and the local community are welcome to join us. We will pray for the event and for any concerns surrounding it, and share some of our race experiences, our hopes and fears for race day.

Jo



Pat

IRONMAN

STOP ARE YOU RACE READY?

This is a British Triathlon permitted event. British Triathlon and IRONMAN Competition Rules require you to become a member of the sport and obtain a race licence in order to race.

TAKE ACTION NOW

1

I am already a British Triathlon Home Nation member.

No action. Show proof of membership at registration.



2

I am not a British Triathlon Home Nation member and live in Britain.

Buy a day membership and show proof at registration.

BUY NOW ▶ bit.ly/BritTriIRONMAN



3

I am not a British Triathlon Home Nation member and live outside of Britain.

FIND OUT MORE NOW ▼ bit.ly/BritTriIRONMAN



For further information please email events@britishtriathlon.org

REGISTRATION

LOCATION: EVANS PARK ST16 3ZH, RIVERWAY

OPENING TIMES

Friday 10th June 09:00 - 17:00

Saturday 11th June 08:00 - 15:00

It is **compulsory** that athletes register and collect their race packs within the times stated on the Event Week Schedule.

There will be **NO late registrations**, please take this into consideration when organising travel!

Please note: there is no parking directly next to registration, please use the car parks in the town centre and walk round to Evans Park Riverway.






To register you will require:

1. **RACE LICENCE from an ITU-affiliated** national governing body or have purchased a **British Triathlon Day Licence**
2. **PHOTO ID**
3. **REGISTRATION QR CODE**, received in your confirmation email and will be sent again during race week (please note internet can be limited onsite so please have these ready before you arrive)

If you do not own a Triathlon Licence, please **purchase one prior to coming to registration** by clicking below:

[Click here to purchase a British Triathlon Day Licence](#)

Please bring the confirmation email from your British Triathlon Day Licence to registration to show the volunteers!

ITEM	WHEN TO USE IT	EXAMPLE
BIB NUMBER	You will receive a race number to wear on your back for the bike and front for the run. It is strongly recommended that you get a race belt to save you time in transition, and for ease of transition from bike to run. Please note this race does not pre-allocate BIB numbers before registration opens. BIB numbers will be allocated on a first come first serve basis during registration onsite (AWA Gold and Silver, and Tri Club Pole Position athletes are still reserved lower BIB number ranges).	
ID Wristband	Your wristband will be placed on your wrist in registration, this will be used to access athlete only areas. You must wear this wristband from this point until the awards ceremony and slot allocation. Relay teams will be issued with three wristbands. Please note it is preferred all two/three relay members come TOGETHER to registration to pick up their wristbands.	
Swim Cap	You will be given a swim cap to wear for the race. This is compulsory and must be worn for the swim and swim practise if you attend this at Chasewater on Saturday 10th June.	
Race Stickers	You will be issued a sheet of stickers; these are for you to number your kit with. There will be one for your bike, helmet and transition bags, which must all be used.	
Athlete Backpack and Transition Bags	The athlete backpack is yours to keep as a memory from the event and can easily be used for future swim training sessions! Transition bags - see next page.	

TRANSITION BAGS

WHAT IS EACH BAG FOR?

TRANSITION BAGS

These will be found in your athlete backpack. You will be issued with three bags at registration. A blue, red and white bag in which to put your kit. Ensure that you stick the numbered stickers on the bags firmly before you put your gear in them. You will have access to your blue bag but not red bag prior to the race start on Sunday, so you must ensure that all the items you need are in the red bag on Saturday when you rack.

Please note that you cannot mark these bags, other than with your race number sticker. Any marking will be removed by the referees and may result in a penalty.

You cannot store bike pumps in any of the bags. There will be spare track pumps and on-site mechanics at each transition should you need their assistance.

Blue Bike Bag

Contains the kit you need for the *bike discipline*, including your **helmet** and **race number** on a race belt. After you have used your blue bike bag for your swim-to- bike transition, use this bag to pack your swim gear in. This bag is racked at T1 in Chasewater.

On race day, leave this bag in transition and it will be transported to T2 Evans Park, Riverway for you to collect after the race.

Red Run Bag

Contains the kit you need for the *run discipline*. After you have used your red run bag for your bike-to- run transition, use this bag to pack your bike gear in, including your helmet. This bag is racked in T2 at Evans Park, Riverway on Friday or Saturday.

White Gear Bag (streetwear)

This is your after-race bag, it is for you to put any additional clothing ('*streetwear*') you wear before the race and anything you may require after the race. This gets handed in at the race start on Sunday morning before you go to swim start and will be transported to the finish line for you. If you have spectators watching, you do not have to use this.



PLEASE NOTE: do not put valuables or over fill the bags. IRONMAN are not responsible for the contents of the bags.



TRANSITION BAGS

WHAT IS EACH BAG FOR?

Please see below what you need to pack in each bag and what to do with them during the race:

WHAT TO PACK IN EACH BAG BEFORE THE RACE



Include: clothes for after the race, towel, shoes

Drop off: on race morning

Collection: at the finish line after the race



Include: helmet, glasses, bike shoes, socks, bib number

Drop off: at Transition 1 with your bike on Saturday

Collection: from Transition 2 after the race



Include: running shoes, hat

Drop off: at Transition 2 on Friday/Saturday

Collection: from Transition 2 after the race

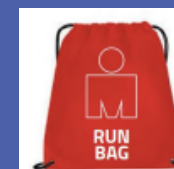
WHAT TO DO DURING THE RACE



Take out: helmet, sunglasses, bike shoes, socks, bib number



Put back in: wetsuit, goggles, swim hat



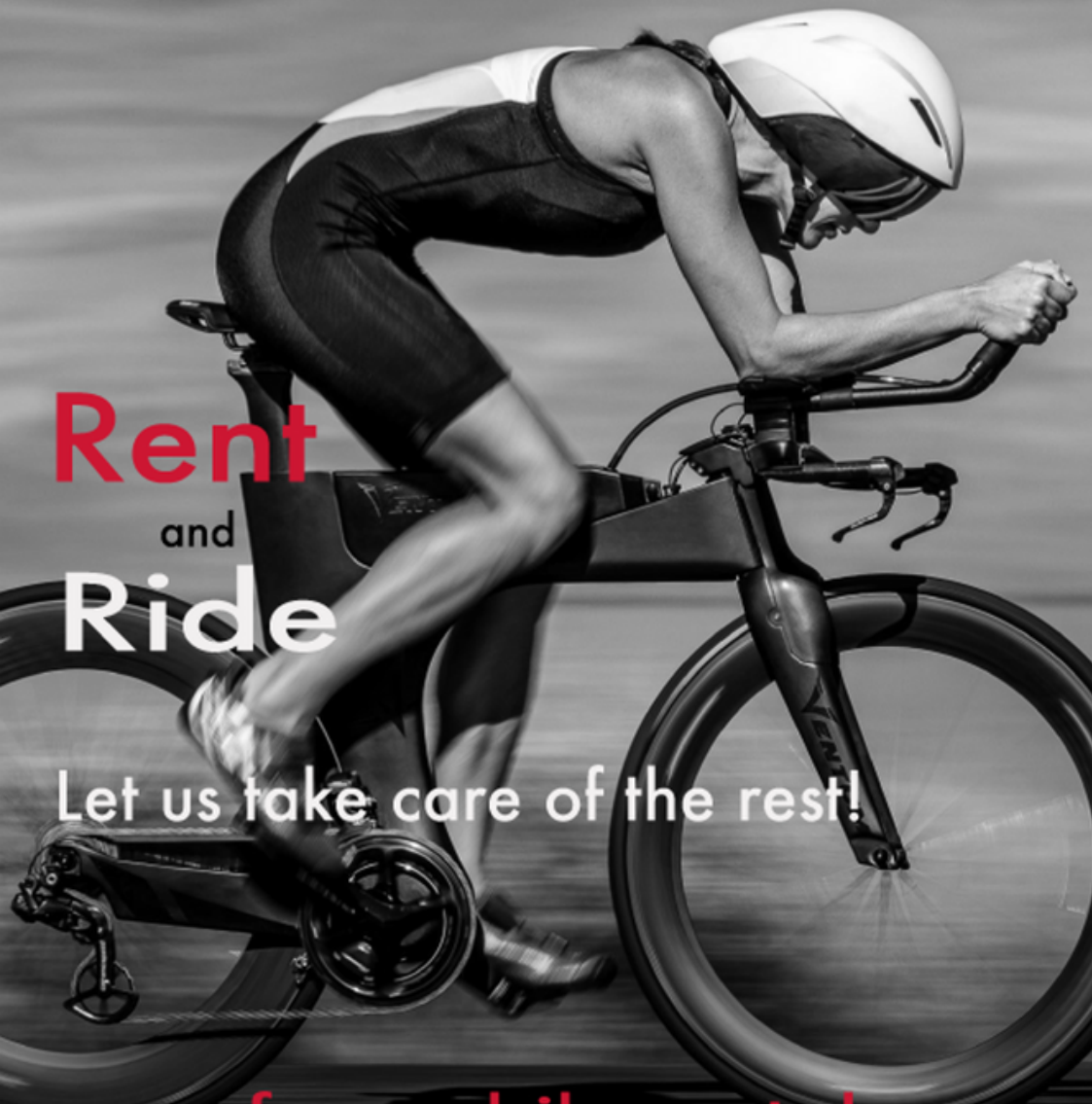
Take out: running shoes, hat



Put back in: helmet, sunglasses, bike shoes, socks, bib number



2023 OFFICIAL BIKE RENTAL PARTNER



Rent
and
Ride

Let us take care of the rest!

www.francebikerentals.com



R2^{3.0}
CALF SLEEVES



Compression Grid Pattern

Targeted high level muscle support.

Decreasing the risk
of injury and cramps.



Waffle Proprioceptive Stripes

Promote microcirculation
and lymphatic flow.

Less chance of shin
splints & stomach
inflammation



**Achilles
Proprioceptive Stripes**

Promotes support and microcirculation
to the achilles tendon.

Added support & less
inflammation



Fibular Stripes

3D textured yarn activates the fibular
muscles, improving balance & stability.

Less chance of
sprained ankles

MICRO GAINS, MACRO RESULTS.



MASSAGING FIBER



SHOCK ABSORBER



THERMO-REGULATION



K-PROTECT



REFLECTIVE LOGO



www.compressport.com

BIKE AND BAG RACKING

TRANSITION 1

Saturday 10th June 09:00 - 16:00

CHASEWATER COUNTRY PARK

On Saturday, you must **rack your bike and blue bag** at the same time at T1 at Chasewater Country Park.

There will be **NO shuttle buses** from Stafford to Chasewater on Saturday for bike and blue bag racking.

At Chasewater, you will need your bike, helmet and blue bag with all your bike gear in it. Be ready before you get to the entrance of transition. You must have your helmet on with the strap fastened, your race number stickers on the seat post of your bike, and blue bag. Your corresponding wristband will be checked as you enter transition. Without all these items, you will not be able to rack your bike and blue bag. You must be wearing your wristband to rack your bike and bag. At this point you will receive your timing chip.

Athletes are responsible for ensuring that their bike and helmet are in safe, working order. IRONMAN will not be responsible for any bike failures. There will be bike mechanics at bike check-in on Saturday to help with any minor alterations.

When racking your bike, please take your time to familiarise yourself with transition, knowing where the entries and exits are. There will be volunteers in transition to answer any questions, ask them now, don't wait until race day.

Security will be onsite overnight on Saturday and on Sunday morning.

TRANSITION 2

Friday 9th June 13:00 - 17:30
Saturday 10th June 08:30 - 16:00

EVANS PARK, RIVERWAY

You can rack your **red bag** at T2 in Evans Park, Riverway on Friday 13:00 - 17:30 or Saturday 08:30 - 16:00.

Here you need to rack your red transition bag, containing everything you need for the **run leg** of the race.

TIMING CHIP

WHEN AND WHERE TO COLLECT:

You will collect your timing chip as you enter transition 1 with the QR code on your wristband. The timing chip needs to be worn on your left ankle during the entire race.

WHAT IS A TIMING CHIP FOR?

The chip will register your individual start time as you cross the timing mat at the swim start and provide your swim time, bike time, run time, finish time, transition splits, overall and age group ranking.

WHAT IF I LOSE IT DURING THE RACE?

If you lose your timing chip during the race you must notify an official in transition who can issue you with a replacement, so you can continue.

POST RACE COMPLETION:

Your timing chip is on loan to you, failure to return the chip will result in a £50.00 fee being charged.

Important - Only athletes with verifiable electronic timing data will be eligible to accept a World Championship 70.3 slot or receive an award in their Age Group.



A STEP AHEAD OF YOUR TRAINING PLAN?



Explore more here.

RED BULL GIVES YOU WIIINGS. 



SWIM PRACTICE

Saturday 10th June 10:00 - 11:45

CHASEWATER COUNTRY PARK

The swim practice will take place at the official swim exit of IRONMAN 70.3 Staffordshire. All athletes must have registered and collected their athlete wristband from registration before they are able to join the swim. Entry to the swim will be closed 15 minutes before athletes are due to exit the water and all athletes need to exit the lake promptly after their practice.

Swimming in Chasewater at any other time is forbidden. Therefore, swim practice can take place only at the designated practice time and within the designated area. Insurance cover on these days is only for competitors of the IRONMAN 70.3 Staffordshire event.

Athletes without a wristband or IRONMAN 70.3 Staffordshire Swim Cap cannot enter the water.

Please note you do not need to book a time slot to come to swim practice.

IMPORTANT INFORMATION ABOUT BIO SECURITY FOR YOUR WETSUIT AND SWIM EQUIPMENT

We are committed to protecting the shoreline at Chasewater as the site is of Special Scientific Interest. Please ensure your spectators honour the barrier placements and please make sure they do not walk on the water's edge. It is important we ensure no invasive species or diseases enter the waters at Chasewater which can affect fish and other wildlife. Please follow the CHECK, CLEAN & DRY guidelines below to ensure your wetsuit and swimming equipment is suitable for swimming at Chasewater:

CHECK your wetsuit for live organisms.

All clothing and equipment should be thoroughly inspected, and any visible debris (mud, plant or animal matter) should be removed and left at the water body where it was found. Particular attention must be paid to the seams and seals of wetsuits. Any pockets of pooled water should be emptied.

CLEAN and wash your wetsuit thoroughly. Use hot water where possible.

All clothing, craft and equipment should be hosed down or pressure-washed on site. If facilities are not available clothing, craft and equipment should be carefully contained, e.g. in plastic bags, until these facilities can be found. Washings should be left at the water body where the equipment was used or contained and not allowed to enter any other watercourse or drainage system (i.e. do not put them down the drain or sink).

DRY your wetsuit - some species can live for many days in moist conditions.

Make sure you don't transfer water elsewhere. Thoroughly drying is the best method for disinfecting clothing, craft and equipment. Clothing, craft and equipment should be thoroughly dry for 48 hours before it is used elsewhere. Some non-native species can survive for as many as 15 days in damp conditions and up to 2 days in dry conditions, so the drying process must be thorough.

CUT OFF TIMES

Location and mileage of swim, bike and run cut offs

SWIM

The cut-off time for the swim is **1 hour 10 minutes** from your start time (when YOU cross the start mat). If you do not make the swim cut-off, you may not start the bike leg.

BIKE

Besides the official overall bike cut-off time, there will be three intermediate cut-offs on the bike course. These are in accordance with the approved traffic plan that coincide with the opening of public roads to traffic. These will only affect athletes who will not be able to make the **5 hour 30 minute** cut-off, based on the average speed they have cycled to these points. The times are based on the last swimmer taking the full 1 hour 10 minutes for the swim and then maintaining the slowest average speed required to complete the course.

- The first cut off will be at the first feed station at **Kings Bromley (12 Miles)**
- The second and third cut offs will be on **Bower Lane outbound and inbound (36 & 48 Miles)**

The cut-off time for the bike is **5 hours and 30 minutes** from your individual start time. If you do not make the bike cut-off, you may not start the run leg.

RUN


Besides the official overall run cut-off time, there will be an additional cut-off on the run course.

- This last lap cut off will be on **Mill Bank (Mile 7.1)**
- Cut-off athletes will be removed from the race in order to maintain accurate times and places in the race results.

Please be aware that you could cross the finish line and be DNF'ed after the race, based on the final timing verified by the timing company. This will be because you failed to complete the bike in the required time or the run within **8 hours and 30 minutes** from the start of your wave.

IRONMAN, reserves the right to remove an athlete from the course and disqualify them if our course staff determines there is no possibility that the athlete could finish the given discipline (swim, bike, run) before the posted cut-off times based on an athlete's location, time, and average speed up at that point.

Athletes who do not meet the above cut-offs will be disqualified and will not be eligible for age-group awards or for 2023 VinFast IRONMAN 70.3 World Championship.

01:10:00 

05:30:00  + T1 + 

08:30:00  + T1 +  + T2 + 

RULES & REGULATIONS

2023 IRONMAN RULES

Withdrawal Pre-Race

If you wish to withdraw prior to the race start (after you have registered), please inform the help desk at registration and return your timing chip. If you do not return your timing chip you will be charged £50 for its replacement. It is important that you let us know if you are not racing so all athletes are accounted for and we know you are safe.

Withdrawal During The Race

Any athlete withdrawing from the race at any point must report to a staff member, please ask for the team leader of the area you are in. They will take your details and report them to the race office. Any athlete who fails to report their withdrawal may result in suspension from future IRONMAN events. Athletes who receive medical assistance from our medical team are exempt from this rule.

Rules & Regulations


IRONMAN enforce a series of regulations and every athlete should ensure that they are aware of the rules for their own safety and that of athletes around them. Please [CLICK HERE](#) to view the full set of 2023 IRONMAN Rules (any updates will also be placed here to be sure to check them before you race!)

PLEASE NOTE THE FOLLOWING LOCAL RULES


- Littering will result in a penalty
- Race numbers must be worn on the bike
- Any graffiti painted on the road will result in disqualification of the athlete (chalk can be used)

GENERAL RULES


- Outside assistance is not allowed. Friends, family members, coaches or supporters may not bike, drive or run alongside an athlete, nor may they pass food or other items to an athlete.
 - No iPods, video recording, listening or recording devices are allowed.
 - Athletes who abuse Race Officials will be disqualified.
 - Athletes who fail to follow instructions of a Race Official will be disqualified.
 - If, in the view of the Race Officials, an athlete is unable to complete that section of the course within the cut off time, they may be withdrawn from the race immediately.
 - Disc brakes are now allowed globally
- Penalties will be issued by referees, as well as a team of motorcycle marshals on the bike course using the following card system.**

 Yellow Card – 30 second penalty

You must report to the penalty box in the transition area.

 Blue Card – 5 Minute Penalty

You must report to the penalty box in the transition area.

 Red Card – Disqualification

The penalty box will be situated in transition. If you break a rule on the course, a referee will show you a card and report your race number to the penalty box staff.

When you enter transition, you must stop at the penalty box to report your number and the penalty that you are serving.

Failure to report to the penalty box or serve the required penalty after being shown a card, will result in disqualification from the race.

If you are in any doubt over whether you were shown a card or not, it is better to report to the penalty tent and serve the penalty. This allows you to complete the event, rather than be disqualified for not serving a penalty.

RACE DAY

TRANSITION AREA

TRANSITION

We recommend you arrive a minimum of **90 minutes** before the swim start. Please note the transition closing time of **07:00**. It is better to be prepared and relaxed before the race, than rushing to get ready if you are running late.

PLEASE NOTE: entry into transition is for athletes only your spectators will need to wait outside the transition area for you.

You will have access to your **bike and blue bag**, but not to your red bag prior to the race start. Now is the time to put your drinks bottles and nutrition on your bike, check it is in the right gear to start and pump up your tyres if needed.

You need to drop your white bag to the designated white bag lorries first thing on race morning and prior to joining the walk down to swim start. We suggest you arrive with your base layer swimming gear already on.

Again, take this time to familiarise yourself with your surroundings, where your bike is located etc. Do not attempt to mark your bike or racking area. Any markings will be removed by race officials, and you may be penalised.

If you discover you have forgotten anything in the morning, race number, timing chip or swim hat, please notify an IRONMAN official as soon as possible so there is time to obtain a replacement.

WHITE BAG DROP

Athletes wanting to hand in their white bags will need to drop these at the lorries on the way to swim start. The lorries will be divided between race numbers, and athletes must drop their white bags by **07:00**.

White bags will be transported to the finish line, where you will be able to collect it upon completion of the race.



There will be a **45 minute self seeded rolling swim start**, where you can choose your start position based on your estimated swim time.

The age groupers will flow into the water in a rolling start over the course of 45 minutes, it is a slow start to ease athletes into the water for your enjoyment on the swim course therefore if your predicted time is closer to 50 mins - 1 hour, please note you will not get in the water immediately at 07:05 but can wait with you supporters until your predicted time is called by our volunteers.

You will receive an individual start time based on when your timing chip crosses the mat just before you enter the water. We strongly advise that you seed yourself accurately according to your estimated swim time. There is no advantage to starting early if you are not a strong swimmer.

Please do not wear shoes to the swim start. Any items left at the swim start will be disposed of immediately after the swim has finished.

Athletes have **1 hour 10 minutes** to complete the swim course based on individual start times registered when you cross the timing mat at the swim start. The bike out will close 1 hour and 20 minutes after the last starter, any athletes still in transition will not be allowed on the bike course.

If you are not an experienced open water swimmer, we strongly recommend that you:

- Ensure that you place yourself at the back of the **rolling start seeding**.
- **Stay calm.**
- If you run into trouble, **lie on your back and hold an arm in the air** to attract the attention of a kayak, which will come to you. You may hold onto the kayak to catch your breath and then continue swimming, always following the kayaker's instructions, however if it is necessary a rescue boat will come to return you to land.

Please kindly read the important bio security information on page 18 of the Athlete Guide.

WETSUIT RULES

Wetsuits may be worn in water temperatures up to and including 76.1 degrees Fahrenheit (24.5°C). Wearing a wetsuit is prohibited when the water temperature is above 24.5°C and mandatory when the water temperature is below 16°C (unless informed otherwise on race week due to specific racing conditions).

At IRONMAN 70.3 Staffordshire we recommend you wear a wetsuit.



PROHIBITED WETSUIT:

De Soto Water Rover Wetsuits cannot measure more than 5 mm thick. De Soto Water Rover and Speedo Elite Triathlon wetsuits with forearm reinforcement are NOT permitted.

SWIMWEAR POLICY

(non-wetsuit legal swims only)

Swimwear must be 100% textile material. Simply put, this would generally refer to suits made only from nylon or Lycra that do not have any rubberized material such as polyurethane or neoprene.

Swimwear must not cover the neck, extend past the elbow, nor extend past the knees.

Swimwear may contain a zipper. A race kit may be worn underneath swimwear.

SWIM COURSE RULES

- It is forbidden for athletes to wear their bib number during the SWIM (disqualification),
- It is forbidden to hand over all or part of one's equipment to a third party when leaving the water,
- No fins, gloves, paddles, or flotation devices (including pull buoys) of any kind are allowed.
- Swim goggles and facemasks may be worn. Snorkels are prohibited.
- The wetsuit must not be removed before the transition zone (YELLOW card - 30 second penalty).
- No nudity is allowed on the race site. If you wish to change completely there will be separate male and female change areas for this in the transition marquee.
- Any assistance required during the swim will result in disqualification if forward progress was made.
- IRONMAN officials and medical staff reserve the right to pull athletes off the course if deemed medically necessary.
- Swimmers are required to stay on course, failure to follow the course may result in a penalty
- Remember for the full 2023 IRONMAN Rules [CLICK HERE!](#)

SWIM CAP

The official swim cap must be visible and "clean". Stickers or other self-made markings are not allowed on the swim cap. You are permitted to wear a personal swim cap underneath the official swim cap.



Swim Course Director's Introduction
- Amy Hudson

Once the sun has risen over the reservoir in the picturesque Chasewater Country Park, you will hear the iconic Thunderstruck before completing the 1.2 mile anti-clockwise swim. The reservoir has no tides or currents, so be sure to regulate your breathing, get into a steady rhythm and enjoy it! The course will be set on Saturday for you to check out. On race day, your turn points will be marked by large orange buoys, but you can use the smaller yellow buoys to aid with sighting. There is swim practice available on Saturday morning from 10:00 - 11:45 at Swim Exit. You must have registered and collected your athlete wristband from registration before you are able to join.



An open-water swim in a triathlon is substantially different from swimming in a pool. To alleviate stress, it's important that you arrive on race day healthy, fit and prepared.
Here's a top-10 checklist to help get you ready.

1. PREPARE FOR RACE CONDITIONS

Race day should not be your first open water swim. Make sure some of your training replicates real race conditions, including water temperature, proximity to other swimmers, orientation (includes water clarity, depth and distance perception), and wearing a wetsuit if needed.

2. RACE IN SHORTER EVENTS

Proper training is the best way to reduce anxiety. It's also a good idea to race shorter distance triathlons or single-sport events (for example, an open water swim event), as well as join clinics and club activities to prepare yourself for open water conditions.

3. LEARN ABOUT COURSE DETAILS

It's important to prepare yourself mentally as well as physically prior to race day. Thoroughly review the race website, event athlete guide and pre-race communication to familiarize yourself with the course. Keep in mind that every body of water is different- educate yourself on water currents and surf conditions, if applicable. Study the event schedule to plan for optimal arrival and preparation.

4. ENSURE HEART HEALTH

As an athlete in training, you should take the proper steps to assess your health with your physician. The American Heart Association and European Society of Cardiology offer suggestions for cardiac screening of competitive athletes. These include a physical exam as well as an assessment of your family history, personal heart health and may include a recommendation of additional diagnostic studies. Wherever you live, we recommend you consult with your physician before you race.

5. PAY ATTENTION TO WARNING SIGNS

While training, if you experience chest pain or discomfort, shortness of breath, light-headedness (dizziness) or blacking out, or have any other medical concerns or symptoms, consult your doctor immediately.

6. DON'T USE NEW GEAR ON RACE DAY

Focus on controlling as many factors as you can on race day. You should never race in equipment you haven't trained in, this is not the time to test new gear. Make sure your wetsuit fits properly and that your goggles, swim cap and other accessories work properly. Prepare for the unexpected with backups of all your gear.

7. WARM UP ON RACE DAY

Arrive early enough on race day for an adequate warm- up prior to start. Spend between 5 and 10 minutes loosening up your muscles with arm swings and other gentle movements. A light jog or brisk walk can also help increase circulation and prepare your body to race. **Please note that warming up in the water is prohibited.**

8. CHECK OUT THE COURSE

Get comfortable with the course by checking out water conditions, the swim entry and exit layouts, as well as turn buoy colours and locations.

9. START EASY – RELAX AND BREATHE

Follow the race day instructions regarding the swim start format that have been provided in the event athlete guide. For events with a rolling swim start, don't overestimate your ability. Please line up in the appropriate position based on instructions provided in the event athlete guide. Don't race at maximum effort from the start - ease into your swim. Relax and focus on your breathing as you settle into a sustainable place.

10. BE ALERT AND ASK FOR HELP

In a race setting always stop at the first sign of a medical problem. The IRONMAN Competition Rules allow for competitors to stop or rest at any time during the swim. If you or a fellow athlete needs help, raise your hand to alert a lifeguard or safety boat. Feel free to hold on to a static object like a raft, buoy, or dock. As long as you don't use it to move forward, you won't face disqualification.



Red Bull

ROKA

MAVERICK X2

THE WORLD'S FASTEST WETSUIT

"I genuinely have ZERO shoulder discomfort! For the first time ever I am more comfortable swimming in a wetsuit than out of it."

- Paul, Seattle, WA

PATENTED

PROTECTED BY DOMESTIC AND INTERNATIONAL PATENTS WITH ADDITIONAL PATENTS PENDING

LUCY CHARLES-BARCLAY
FASTEST IRONMAN
SWIMMER ON THE PLANET



OFFICIAL TRAINING PLATFORM OF
IRONMAN

OVER 100 OFFICIAL IRONMAN COURSES NOW AVAILABLE

- ✓ Train on REAL roads for REAL results
- ✓ Ride solo, with your club mates and your coach
- ✓ Get the FulGaz advantage when you line up on race day

[DOWNLOAD NOW](#)

CALLING ALL COACHES AND CLUB LEADS

Apply now to be part of our industry leading Clubs program. Experience your very own virtual clubroom, a dedicated space to host hasslefree group rides, workouts and events, all year round and only on FulGaz. Visit fulgaz.com/clubs to find out more and apply today.

AVAILABLE ON



BIKE 56 MILES

The IRONMAN 70.3 Staffordshire bike course is a one-lap course right in the heart of the Staffordshire countryside. The course leaves Chasewater and follows an anti-clockwise loop through a very picturesque part of the county. There is approximately 850m of climbing over the whole course. Click [HERE](#) to view the online interactive map of the course.

Athletes have **5 hours 30 minutes** after their start to complete the bike course. Athletes failing to make the cut off will either be picked up on the course by the sweep vehicle or will enter transition but will not be permitted to continue on the run.

Some bike course notes below:

- All athletes are required to ride road/triathlon bikes only, no mountain bikes.
- Athletes must ride single file on the left side of the road near the verge except when passing another cyclist.
- Do not cross the centre line.
- Any littering on the bike course will result in disqualification. We are privileged to be able to hold this race in an area of outstanding natural beauty and all have a responsibility to leave it unspoiled.
- Please be aware that you could be DNF'ed after the race based on final timing verified by the timing company which shows that you failed to meet the cut off applicable to your start.



Athletes need to be aware of a dangerous section of the bike course in Cannock Chase around **Mile 44/45**.

There is a **steep descent onto Penkridge Bank Road** onto a left turn, athletes must slow down and be aware it is a two way bike section.





JESSE THOMA
2x IRONMAN CHAMPION

ROKA

UPGRADE YOUR EYEWEAR

ULTRA-PREMIUM OPTICS. ZERO SLIP.
INSANELY LIGHTWEIGHT.

GEKO

Patented Fit &
Retention System

C3

C3™ Unmatched Optics
& Premium Lens Coatings



Ultra-Lightweight
Materials



wahoofitness.com/rival

NEVER. LOSE. FOCUS.

ELEMNT RIVAL Multisport Watch keeps your focus locked on your performance, not your equipment. Unique multisport features like Touchless Transition, Multisport Handover, and Perfect View Zoom create a seamless performance advantage.

ELEMNT RIVAL

wahoo

ASSISTANCE ON COURSE

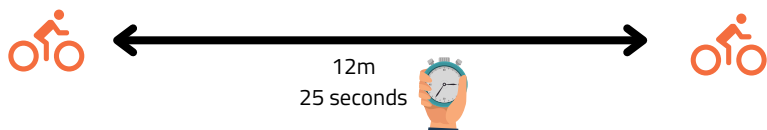
MEDICAL

If you feel unwell or unable to continue the race, please let an official know. If you see a fellow athlete looking unwell and struggling to continue the best thing you can do for them is to alert an official out on the route so that medical help can be requested urgently. If they are "wobbly" on their legs, unable to focus and or appear confused, you can help them by supporting them to the ground safely and lifting their legs in the air to help get blood back to their heart and brain. Do not try and support them to continue the race as this can have a detrimental effect to their health.

DRAFTING

Drafting is when you enter someone's slip stream. The minimum distance between two athletes is 12 meters measured from the leading edge of the front wheel. An athlete may enter the draft zone of another athlete, but must be seen to be progressing through that zone. A maximum of 25 seconds will be allowed to pass through the zone of another athlete; if you remain in this zone without overtaking, you will receive a blue card. A "pass" occurs when the overtaking athlete's front wheel passes the leading edge of the front wheel of the athlete being overtaken. It is then up to the overtaken athlete to drop back 12m within 25 seconds, so they are not drafting. Re-passing by the overtaken athlete prior to dropping out of the draft zone will incur in a drafting penalty. Athletes cannot block another athlete from passing.

Draft Zone



BIKE MECHANICS

There will be mechanics on course to assist with serious mechanical issues. The mechanics and race officials will **not assist with repairing punctures and you should be self-sufficient when it comes to minor mechanical issues.**

While the Support Team may, at their discretion, provide spare parts to athletes, you will be required to visit the mechanics when you have completed the race to pay for these items. The mechanics will be following the course and are not on call, we cannot guarantee a response time, and this is dependent on demand and locations.



BIKE COURSE RULES

1. Bicycles must be racked in a manner such that the majority of the bicycle is on the athlete's side of the bike rack.

2. No tandems, fixed-gear bikes, recumbents, fairings, or any add-on device designed exclusively to reduce resistance are allowed. Any new, unusual, or prototype equipment will be subject to a determination of legality by the event organizer and/or Head Referee.

3. The sole responsibility of knowing and following the prescribed cycling course rests with each athlete. No adjustments in times or results shall be made for athletes who fail to follow the proper course for any reason whatsoever.

4. Athletes must obey all traffic laws while on the cycling course unless otherwise specifically directed by an official, race monitor or designee with actual authority. Failure to do so may result in disqualification.

5. No athlete shall endanger himself or another athlete. Athletes who intentionally present a danger to any athlete or who, in the judgment of the Head Referee, appear to present a danger to any athlete may be disqualified.

6. Helmets, bike shoes, and other cycling gear cannot be placed around the athlete's bike in transition. Shoes and shirt must be worn at all times.

7. Cameras, phone cameras, and video cameras are prohibited unless permission is given by IRONMAN. If permission is given by IRONMAN, it is the athlete's responsibility to notify the Head Referee prior to race start. Athletes seen with a camera, phone camera, or video camera without permission will be disqualified.

8. Athletes must wear a bike helmet number on the front of their helmet.

9. A CPSC-approved helmet is required during the entire bike portion including in and out of transition. Athletes riding without an approved helmet or chinstrap not fastened may be disqualified. Alterations to a hard-shell helmet, which affect its integrity, are not allowed.

10. No individual support allowed. Ample aid and food stations will be provided. Friends, family members, coaches, or supporters of any type may NOT bike, drive, or run alongside athlete, may not pass food or other items to athlete and should be warned to stay completely clear of all athletes to avoid the disqualification of the athlete. It is incumbent upon each athlete to immediately reject any attempt to assist, follow, or escort.

Rules continued on next page.

11. Do not litter. Any item that needs to be discarded, including but not limited to water bottles, gel wrappers, energy bar wrappers, broken bike parts, or clothing items, may only be discarded in the trash drop zones at each aid station. Any littering on the bike course will result in disqualification. We are privileged to be able to hold this race in an area of outstanding natural beauty and all have a responsibility to leave it unspoiled.

12. Athletes must be individually responsible for repair and maintenance of their own bike. Athletes should be prepared to handle any possible mechanical malfunction. Assistance from official race personnel is permitted.

13. Athletes may walk bike, if necessary, but may not make progress on the bike course unaccompanied by their bicycle.

14. Bike inspection is not mandatory and will not be provided at Bike Check-In, although technicians will be available. Athletes are ultimately responsible for their own bikes. However, race officials may at their own discretion make final judgment as to the soundness of the bike.

15. Headphones, headsets which are inserted in or covering the ears are not allowed during any portion of the event.

16. Please be aware that you could be DNF'ed after the race based on final timing verified by the timing company which shows that you failed to meet the cut off applicable to your start.

17. Helmet mirrors or mirrors attached to the bike or body are prohibited unless needed for a verifiable medical reason. Athletes granted permission to use a mirror will be ineligible for awards or World Championship entry slots. Athletes using a mirror without permission will be disqualified.

18. Athletes may not use communication devices of any type, including but not limited to cell phones, smart watches, Bluetooth enabled or "smart" helmets, and two-way radios, in any distracting manner during the Race. A "distracting manner" includes but is not limited to making and receiving phone calls, sending and receiving text messages, playing music, using social media, taking photographs, and mounting the device to a bike for purposes of using the device like a bike computer. Using a communication device in a distracting manner during the Race will result in disqualification.

19. Cycling with a bare torso is prohibited. Athletes must wear a shirt, jersey, or sport top/sports bra at all times during the cycling segment of the Race. Uniforms with a front zipper may be unzipped to any length, provided, the zipper is connected at the bottom of the uniform at all times and the top of the uniform covers the shoulders.



EKOI

IRONMAN
GLOBAL SERIES

2023 OFFICIAL BICYCLE HELMET

EKOI.COM

FIND US AT EVERY IRONMAN EVENT OR ONLINE

VIPER TRISUIT,
A WORLD CHAMPION TRISUIT



Santini

WWW.SANTINICYCLING.COM

RUN

13.1 MILES

The 2.5 loop run course takes athletes from Evans Park, Riverway alongside the River Sow, into Stafford town Centre and towards Stafford Castle and back. With two loops around the historic medieval castle and three through the town Centre, athletes will get to revel in vibrant support as supporting family and friends will be able to see their athletes multiple times before heading down the magic carpet in Stafford's Market Square.

Click [HERE](#) to view the interactive course !

The course is only marked during race week and uses barriers, road markings and cones in some places to mark the route.

Some notes to remember:

- Athletes have **8 hours 30 minutes** after their individual start time to complete the race.
- No form of locomotion other than running, walking or crawling is allowed.
- During the run you must at all times wear the race number visible on the front.
- A shirt must be worn at all times during the run, and not zipped open beneath your breast bone.
- Coaching is allowed only on the side of the race. It means that the coaches are not allowed to follow athletes directly on the course.
- Athletes cannot accept help from anyone during the race.
- Athletes are encouraged to wear appropriate footwear due to the varied terrains.

Please be aware that you could be DNF'ed after the race based on final timing verified by timing company which shows that you failed to meet the cut off applicable to your start.



IRONMAN 70.3 STAFFORDSHIRE ENGLAND

OFFICIAL RUNNING SHOE

IRONMAN GLOBAL SERIES

Run Course Director's Introduction
- Dean Smith

The Run Course is a game of two halves. The flat, windy part through the town and then the straight, hilly part up to the castle. The town section includes lively, pedestrian shopping streets, the beautiful Victoria Park and some residential streets on the way to the west of central Stafford. When you reach the Castle Hill you will know it - It is the steepest climb on any of the UK IRONMAN or 70.3 Run courses so there is no shame in walking up this one!

13.1 mi - 150 m rise in altitude difference

0 mi 2 mi 4 mi 6 mi 8 mi 10 mi 12 mi 13.1 mi

2.5 loops

FINISH

Transition 2

Bike in

Run out

map base - © OpenStreetMap contributors
imagery & layout - © Mapbox

subject to alterations

status 04.05.2023

RUN COURSE
2.5 loops
course distance - 13.1 mi

RUN

1. Athletes may run, walk, or crawl
2. Athletes must wear their IRONMAN issued bib number in front of them clearly visible at all times on the course. Bib numbers identify the official athletes in the race. Folding, cutting the bib number, intentional alteration of any kind, or failure to wear race number is strictly prohibited and may result in disqualification
3. Headphones or headsets which are inserted to or covering the ears are not allowed during any portion of the event
4. Cameras, phone cameras, and video cameras are prohibited unless permission is given by IRONMAN. If permission is given by IRONMAN, it is the athlete's responsibility to notify the Head Referee prior to race start. Athletes seen with a camera, phone camera, or video camera without permission will be disqualified
5. Athletes are expected to follow the directions and instructions of all race officials and public authorities
6. The sole responsibility of knowing and following the prescribed running course rests with each athlete. No adjustments in times or results shall be made for athletes who fail to follow the proper course for any reason whatsoever.

7. No individual Support Vehicles or pacers are allowed. This is an individual endurance event. Teamwork as a result of outside assistance, which provides an advantage over single competitors, is not allowed. Individual support vehicles or non-athlete escort runners will result in disqualification. A non-athlete escort runner includes athletes who have withdrawn from the race, have been disqualified or have finished the race. Supporters of any type may NOT bike, drive, or run alongside the athlete, may not pass food or other items to athlete and should stay completely clear of all athletes to avoid the disqualification of the athlete. It is incumbent upon each athlete to immediately reject any attempt to assist, follow, or escort. It IS permissible for an athlete who is still competing to run with other athletes who are still competing
8. Running with a bare torso is prohibited. Athletes must wear a shirt, jersey or sports top/sports bra at all times during the run segment on the race. Uniforms with a front zipper may be unzipped to any length, provided that the zipper is connected at the bottom of the uniform at all times and the top of the uniform covers the shoulders. The uniform should be fully zipped when crossing the finish line.
9. The run course will officially close 8 and a half hours after the last athlete enters the water

SUPPORTER BIKE AND BAG COLLECTION

New for Staffordshire this year, we will be providing a Supporter Bike and Bag Collection for athletes!

The Supporter Bike and Bag Collection will give you, as an athlete, the option for a member of your family, a friend, or even a tri club member who is also racing to collect your bike, transition bags with your race items in. Supporters can collect your bike and bags whilst you are out on the run course, or once you have completed your race - to ease any stress.

If you wish you use this option, please read the following information carefully:

You must come to registration **WITH** your designated supporter, family member or friend that will be collecting your bike and transition bags for you, at any time during the registration opening hours.

You must register for the event first to receive your athlete backpack, BIB number and registration materials.

You must then come to the Athlete Services Help Desk where we will require you to:

- Fill out a form with your spectator providing details such as name, date of birth, BIB number etc (only the supporter registered will be able to collect the bags and bike)
- Sign a Supporter Bike and Bag Collection Waiver

We will then provide your supporter with a race specific wristband to put on immediately to ensure they can collect your items on race day with ease.

Please note that your designated supporter must be over the age of 18 to use this option and a supporter can pick up a maximum of two athlete bikes and transition bags.

Your supporter can then collect your bike and transition bags only during the transition opening times stated in the event schedule. They must have the wristband on their wrist, not damaged or tampered with, and the QR code from the confirmation email they will receive and photo ID ready for checking and scanning at bike check out.

The white bag is not included and is picked up by the athlete at the Finish Line.

Please note that there is a limited number of spaces and this will be provided on a first come, first served basis. We do hope this process is as smooth as possible and therefore, please ensure that your supporter has their ID on them when they come to collect your bike and bags, further questions can be asked at the Help Desk.

Don't try this on race day*



* A bold statement from the brand that wants to sell you the product, sure. But getting used to nutrition is one thing many athletes don't prioritize in training. Some even risk it all by trying new products on race day. So, use whatever you've trained with or get used to what you're getting on-course. In this case the GEL 100 and GEL 100 CAF 100.

Find exclusive offers for IRONMAN registered athletes on: maurten.com/ironman



ENTER RUNNING BLISS

CLIFTON 9

The perfect balance of soft and light,
for the ultimate smooth ride



HOKA FLY
HUMAN
FLY

ON COURSE NUTRITION

AID STATIONS

BIKE COURSE

LOCATION

Aid stations on the bike course will be located at the places and miles below:

- Kings Bromley / 12.3 miles
- Marsh Farm / 28.6 miles
- Cannock Chase / 40 miles

NUTRITION AVAILABLE

Each feed station will contain the following:

- Gatorade Thirst Quencher (blood orange)
- Water
- 226ers Race Day Bars (various flavours)
- 226ers Gummy Bars (various flavours) **(Aid Station 1 only)**
- Bananas **(Aid Station 2 only)**
- Maurten Gels **(Aid Station 3 only)**

Water from these aid stations will be handed out in 750ml IRONMAN branded bike bottles.

Gatorade will be handed out in 750ml Gatorade Endurance Plastic bottles with sport cap that fit in bike cages.

RUN COURSE

LOCATION

There will be four stations on the run course, **approximately 1.5/2 miles apart**.

NUTRITION AVAILABLE

Each aid station will contain the below:

- Gatorade Thirst Quencher in cups (orange)
- 226ers gummy bars (various flavours)
- Maurten GEL100 & GEL100 CAF
- Water in cups
- Pepsi in cups
- Sweet and salted snacks
- Redbull
- Bananas (Aid Station 1 and 3 only)

The drinks and nutrition will be handed out by volunteers.

There will also be a Water Station at **mile 3.6 and mile 9.9** and a Red Bull 'Energy Station' at **mile 5.7, mile 11.9**.



Cups and gels should be thrown in the bins provided or the drop litter zones. Athletes will be disqualified if caught littering by a Race Official.

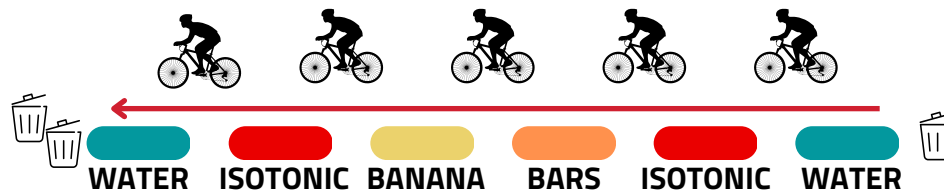


ON COURSE NUTRITION

AID STATION LAYOUT

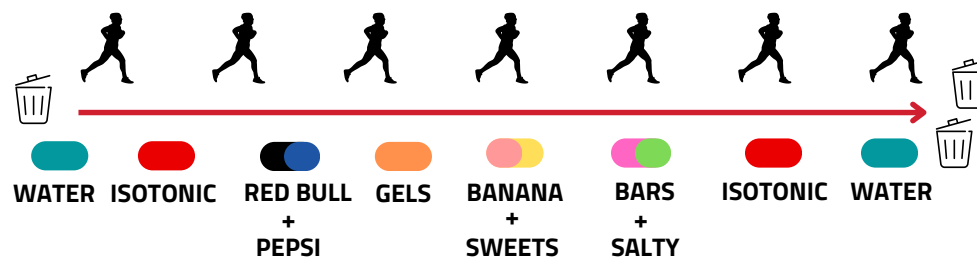
BIKE COURSE

The aid stations layout will be as per the image below for the bike course (subject to alternations):



RUN COURSE




























The aid stations will be laid out as per the image below for the run course (subject to alterations):



Please remember littering on the course will lead to disqualification. Therefore, please use the bins provided. The layout is subject to change

AID STATION SUMMARY FOR IRONMAN 70.3 STAFFORDSHIRE

AID STATION SUMMARY - IRONMAN 70.3 STAFFORDSHIRE 2023

IRONMAN® 70.3 STAFFORDSHIRE ENGLAND										
MARKER (MILES)	LOCATION	BIKE COURSE								
		WATER	GATORADE®	COLA	SWEETS	SALTED SNACKS	Red Bull	226ERS	BANANA	MAURTEN ENERGY GEL
12.3	KINGS BROMLEY									
		X	X	X	X	X	X	X	X	X
28.6	MARSH FARM									
		X	X	X	X	X	X	X	X	X
40	CANNOCK CHASE									
		X	X	X	X	X	X	X	X	X

RUN COURSE

1 & 7.2	MILL BANK	■	■	■	■	■	■	■	■	■
3 & 9.3	CASTLE UP	■	■	■	■	■	■	■	X	■
3.6 & 9.9	CASTLE DOWN	■	X	X	X	X	X	X	X	X
4.8 & 10.9	MARTIN DRIVE	■	■	■	■	■	■	■	■	■
5.7 & 11.9	REDBULL	X	X	X	X	X	■	X	X	X
6.1 & 12.4	NORTH WALLS	■	■	■	■	■	■	■	X	■

Please see a summary of the aid stations available at IRONMAN 70.3 Staffordshire, if you go from the left hand side of the page you can read the miles and location of the aid station and then moving along what will be available there. The green box is what is available and the black X means this will not be available.

ON-COURSE NUTRITION PRODUCTS

BIKE COURSE

Gatorade Ready-to-Drink Bottles (750 ml)

Gatorade products have the FLUIDS to help replace what you sweat out, ELECTROLYTES to aid in rehydration, and CARBS to help refuel working muscles. The 750 ml Thirst Quencher bottles will be available for touchless collection.

Maurten GEL 100 & GEL 100 CAF 100

Maurten GEL 100 & GEL 100 CAF 100 are true gels; a biopolymer matrix filled with a unique blend of fructose and glucose (ratio of 0.8:1) which enables uptake of up to 100 grams of carbohydrates per hour. GEL 100 CAF 100 contains 100 mg of caffeine. Both contain no added flavors, preservatives or colorants, and are vegan-friendly.

226ers Race Day Bar

226ers Race Day Bars are rich in carbohydrates and organic ingredients such as dates, pumpkin seeds, sunflower oil, and raisins. These easy-to-chew, gluten-free, vegan bars will be available on the bike course in different flavors, with or without BCAAs.



RUN COURSE

Red Bull Energy Drink

Red Bull Energy Drink is a lightly carbonated, functional beverage containing taurine, caffeine, B-vitamins, and sugars. One 250 ml can contains 80 mg caffeine, about the same as a cup of coffee. The product will be served on the run course diluted with water in paper cups.

Gatorade Powder

Gatorade products have the FLUIDS to help replace what you sweat out, ELECTROLYTES to aid in rehydration, and CARBS to help refuel working muscles. Pre-filled cups will be available for athletes to collect contactlessly.

Maurten GEL 100 & GEL 100 CAF 100

226ers Vegan Gummi Bar

30g energy bars that are easy to chew, digest, and carry. Perfect in both training and competitions, giving your body the energy it needs while maintaining a high level of physical performance.



BORN IN THE LAB, PROVEN ON THE COURSE.

With a legacy over 50 years in the making, it's the most scientifically researched and game-tested way to replace electrolytes lost in sweat.



2023 OFFICIAL SPORTS DRINK

226ERS

IRONMAN
EUROPEAN SERIES

2023 OFFICIAL NUTRITION BAR PARTNER



BUY AND TEST - 20% OFF VOUCHER: **IRONMAN23**
Voucher valid on www.226ers.com

FIRST TIMERS!

We can't wait to welcome you to 2023 IRONMAN 70.3 Staffordshire to experience your first IRONMAN 70.3 event!

We kindly ask you to take the time to familiarise yourself with the Athlete Guide in full but please do use the FAQs below to help you through your first IRONMAN 70.3 event!

1. What do I need to bring to registration?

- Photo ID (e.g. passport, driving licence)
- QR code from email confirmation or race week email
- Race Licence (ITU recognised or BTF one day licence)

2. When do I receive my timing chip?

- At bike check in

3. Do I receive a race pack prior to the event?

- No, all race materials will be given to you at onsite registration on Friday 9th June (09:00 - 17:00) or Saturday 10th June (08:00 - 15:00)

4. What's my BIB number?

- This race does not pre allocate BIB numbers before registration opens. BIB numbers will be allocated on a first come first serve basis during registration onsite (Nirvana, AWA Gold and Silver, and Tri Club Pole Position athletes are still reserved lower BIB number ranges)

5. I've registered onsite but now don't want to race, what should I do?

- Please send an email to staffordshire70.3@ironman.com as soon as possible to let us know that you won't be racing with your BIB number in the email subject, this is really important so we know you're safe before the race starts

6. Can I rack my bike on race morning?

- No, you must attend bike check in between 09:00 and 16:00 on Saturday. No exceptions can be made

7. What goes in the transition bags?

- **WHITE BAG** = streetwear - any clothes you arrive in on race morning or want after the race (your white bag will be transported to the finish line)
- **BLUE BAG** = bike gear (e.g. helmet, bike shoes)
- **RED BAG** = run gear (e.g. trainers, sun cap, sun cream)

8. How do I get to Transition/Race Start on race morning?

- Athletes can use the shuttle bus service from Doxey Road Car Park (Sainsburys) to get to Chasewater on race morning, this starts at 04:15

9. What shall I arrive in on race morning?

- We advise that you come in your trisuit and wetsuit rolled down to your waist with a jumper on to keep warm. There are no specific changing areas in the morning so please arrive ready to race

10. What should I do with my timing chip after the race?

- You must hand this over at the Finish Line, there will be a bucket for you to place this into and volunteers to assist

11. Can I access transition on race morning?

- Yes! You can access transition from 05:00 - 07:00 so you can add your bike computer and any different food or drink to your bike on race morning, if needed

12. Do I need to wear a wetsuit?

- We strongly advise that you wear a wetsuit for IRONMAN 70.3 Staffordshire

13. Can I use disc brakes?

- Yes

14. Do I have to use a triathlon specific or TT bike?

- No, this is your choice - if you have any concerns that your bike may not be appropriate, please email the team and we can provide guidance

15. Will there be mile markers on the bike and run course?

- Yes, there will be 10 mile markers on the bike course and mile markers on the run course

16. Can my family and friends hand me things?

- No, you are not allowed any outside assistance during the race, this will lead to disqualification

17. Can my family run down the Finish Line with me?

- No, you will be disqualified if you bring anyone on to the course that is not participating in the race

18. Are there showers after the race?

- No, there are no showers in Athlete Village

19. Where will my white bag be after the race?

- Your white bag will be waiting for you in the post race area, shortly after the Finish Line

FIRST TIMER CHECKLIST

BEFORE TRAVELLING:

- Check the schedule and plan accordingly
- Read the Athlete Guide
- Watch the Online Race Briefing
- Check the Start List
- (ensure your age group, country and information is correct - email staffordshire70.3@ironman.com if any changes need to be made)



FOR REGISTRATION:

- Bring your valid Photo ID
- Be sure to have your QR code ready
- Bring your Annual Race Licence (if you have one)
- (if you don't have an annual licence, you can purchase one on your MyEvents page through the additional purchases or on the link [here!](#))

AT REGISTRATION:

- BIB number
- Wristband
- Sticker set
- Swim cap
- Backpack
- Blue, red and white transition bags

Preparation is key

PREPARATION FOR TRANSITION:

- Place the stickers on your bike, helmet and bags
- Prepare your blue bag with your bike clothes
- Prepare your red bag with your run clothes
- Check your bike over

(You will need to place your bike and blue bag in transition 1 (Chasewater) and your red bag in transition 2 (Evans Park, Riverway))



TIME FOR TRANSITION 1 and 2

REFEREES WILL CHECK (TRANSITION 1):

- Your helmet with the sticker (put your helmet on)
- Your bike is also stickered correctly (under seat)
- Your brakes will be checked
- You have your blue bag (with helmet, bike shoes etc)

FIRST:

- Collect your timing chip before entering transition

AND THEN:

- Leave your bike at your rack number
- Leave your blue bag on the hanger (inc helmet)

TRANSITION 2:

- Leave your red bag at the hanger

(familiarise yourself with the transition flow)



IT'S RACE DAY!

DON'T FORGET:

- Timing chip (put it on your left ankle)
- Your white bag
- Your wetsuit
- Any bottles/nutrition you want to use

BEFORE SWIM START:

- Go to transition to check your bike, add nutrition and fill your water bottles
- Put your wetsuit on
- Drop off your white bag prior to going to swim start
- Self-seed yourself in your estimated swim time



CONGRATULATIONS ON YOUR RACE!

- Collect your finisher items
- Collect your white bag from the finish
- Go to transition 2 (Evans Park, Riverway) to check out your bike and bags
- Check your results (appeals must be made before 17:00)
- Attend Awards and Slot Allocation



RELAY TEAMS

INFORMATION

The majority of information in the Athlete Guide applies to relay teams, with regards to timings and requirements to register and rack. Where there are variations due to team logistics, we have provided the information below.

REGISTRATION

Registration for all athletes will take place on Friday and Saturday (please note we kindly ask for you to attend at the same time as your team captain if possible).

You will need to bring your **ID** and **race licence**. All members will need to have signed the relay waiver, on Active prior to registration.

Each team member will have to provide a **Race Licence from an ITU-affiliated national governing body** or have purchased a Day Licence from Active prior to coming onsite OR click [HERE](#) to purchase it directly from BTF.

Teams will confirm the details of their athletes at registration. If there are any changes to be made this will be done at the Help Desk. Please note, you will not be able to change team members at registration, you will only be able to change their details. **PLEASE MAKE CHANGES AT THE HELP DESK BEFORE COLLECTING YOUR RACE PACK.**



Please note, any changes to team members must be made no later than 10 days before race day. Any changes after this date will not be accepted.

RACE PACK

As a relay team you will receive three athlete backpacks as well as:

- 2 x Race BIBs – one for the bike, one for the run
- 3 x ID Wristbands – one for each team member
- 1 x Swim Hat
- 1 x Sticker Sheet – for the bike and transition bags



TRANSITION POINT

In Transition there will be large purple flags marked 'RELAYS' as shown above. This is the area where you may exchange your timing chip. Please make sure all team members are aware of these areas when racking on Saturday.

RULES & REGULATIONS

Please make sure that you are familiar with the [general rules for IRONMAN](#) and the specific rules that relate to each discipline for the relevant athlete. These are outlined in this athlete guide. It is the responsibility of each team member to understand the course they must complete, and what time they must be in place for the swim start, changeovers and the finish.

POST RACE INFORMATION

FINISH LINE, POST FINISH, BIKE & BAG COLLECTION

FINISH LINE

The moment we have all been waiting for, the last meters after 1.9 km swimming, 90 km bike ride and 21.1 km running. Enjoy it, hear the crowd, feel all the emotions – this is your day! Be a crowd pleaser, pose for the cameras – it could be you in the headlines of the evening's television news or on the front cover of the Athlete Guide next year!

Please note spectators cannot cross the finish line with you. If you come down the finish line with a spectator, you will be disqualified. Please ensure your spectators are aware of this, as it is for safety as well as fairness to other athletes.

POST FINISH (Medal, finisher tee, recovery, streetwear bag)

1. The medal will be given to you just after the Finish Arch.
Medal engraving is available in the post race athlete area.
2. Then, pick up your Finisher T-shirt.
3. Help yourself to food and drink, refuel after your achievement!
4. Take time to recover, chat to fellow athletes, and let your achievement sink in, in the athlete only zone!
5. Get back your STREET WEAR bag at the post race athlete area.

Please make sure you respect your fellow athletes at this time with space when necessary! You have just completed a major achievement and may be tired!

BIKE & BAG COLLECTION

Transition 2 will open at 14:30 for the collection of bikes and transition bags. You will need to show your wristband with corresponding number to your bike and bags to collect your items from transition. It is recommended you check you have all your items before you leave. **All equipment must be collected by 18:30 no exceptions.**

POST RACE INFORMATION

RESULTS, AWARDS, LOST PROPERTY

RESULTS

Results will be available live on the IRONMAN Tracker App during event day and www.ironman.com/staffordshire70.3 the day after the event.

If you have a query with your result after the race, please report it ASAP to the Athlete Services team in the registration/awards marquee before 17:00. Queries after this time must be emailed to staffordshire70.3@ironman.com with full details.

All queries are compiled and resolved with the timing company within 14 days of the event.

AWARDS

Location: Evans Park, Riverway (registration marquee)

Time: 18:00 – 20:00

Awards Available:

- Top 5 PRO Male
- Top 3 male and female athletes in each age group
- Top 3 male, female and mixed relay teams

Awards will not be posted, it is your responsibility to check the results and attend the Awards Ceremony if you would like to receive your award.

Onsite Pizza Vendors will be available at the Awards Ceremony in the EXPO area for athletes and spectators to refuel after a busy day and to enjoy when you all celebrate your achievements!

LOST PROPERTY

Lost property will be held in corresponding areas, around the transition areas. Please ask the transition manager or member of staff in the finish line area. If you are missing an item, please check with lost property before or after the Award Ceremony on race day. If you find an item, please take it to lost property so its owner can retrieve it.

Items will not be posted after the event so check all your belongings before you go home.

SLOT ALLOCATION

IRONMAN 70.3 WORLD CHAMPIONSHIP AND SLOT ALLOCATION

Location: Evans Park, Riverway (registration marquee)

Time: 18:00 – 20:00 (post awards ceremony)

SLOT ALLOCATION

2023 IRONMAN 70.3 Staffordshire will award slots for the 2023 VinFast IRONMAN 70.3 World Championship in **Lahti, Finland to be held on 26-27th August 2023:**

- **2 QUALIFYING SLOTS FOR PRO MEN**
- **45 QUALIFYING SLOTS FOR THE AGE GROUPS**
- **15 WOMEN FOR TRI SLOTS**

Please note, slot allocations are subject to change and may be verified, [here](#).

RULES

To accept a slot to the 2023 VinFast IRONMAN 70.3 World Championship, qualified athletes must claim their slot in-person at the Rolldown Ceremony. No slots will be awarded afterwards.

Photo ID is required to be presented and credit card payment must be made at this point. We DO NOT accept cash or cheques.

The price is 650 (EUR) + 9.25% Active fee

If you achieve and provide payment for your slot, in the days following, you will receive a registration link from the World Championship Team. This must be complete for you to be a confirmed athlete; no additional payment will be required.

Be sure to check that you have all the necessary documents and visas to travel to the VinFast IRONMAN 70.3 World Championship. It is your responsibility to check travel requirements before accepting the slot.

HOW DOES THE AGE GROUP SLOT ALLOCATION WORK?

First, a quick note to clarify what we mean below by an “Age Group.” An Age Group is a particular age group within a particular gender. For example, “Male 25-29” is one Age Group, and “Female 25-29” is a different Age Group.

SLOT ALLOCATION continued...

The Slot Allocation Process:

BEFORE RACE DAY:

- Each Age Group with registered athletes is tentatively allocated one slot (each, an “Initially Allocated Slot”)
- All other slots available for the race (the “Proportionally Allocated Slots”) are not allocated until race day.

ON RACE DAY:

- If there are no starters in an Age Group, then that Age Group’s Initially Allocated Slot is removed and pooled with the Proportionally Allocated Slots
- The Proportionally Allocated Slots are then allocated among all Age Groups (i.e., those having at least one starter) proportionally based on the number of starters in each Age Group. This allocation is done across both the male and female categories.

AFTER THE RACE:

BEFORE ROLL DOWN

- If there are no finishers in an Age Group that had one or more starters, then the Initially Allocated Slot for that Age Group is reallocated, within the same gender, to the Age Group with the highest ratio of starters to slots.

DURING ROLL DOWN

- If any slot allocated to an Age Group is unclaimed (after Roll-Down for that Age Group is completed), then that unclaimed slot is re-allocated, within the same gender, to the Age Group with the highest ratio of starters to slots

OTHER INFORMATION

Only Age Group Athletes are eligible to receive Age Group World Championship Qualifying Slots. Athletes holding current Professional or Elite status with any World Triathlon Member National Triathlon Governing Body, WTC’s Pro Membership program or having raced as an elite athlete in any international events during the calendar year, are not eligible for Age Group Slots. Athletes may not at the time of the event, nor at the time of the World Championship event they qualified for, hold Professional or Elite status.

Any change in an athlete’s status prior to any event participation or a qualified World Championship event must be disclosed to WTC immediately. Failure of the athlete to make such disclosure will be cause for disqualification from such event and may result in sanction from WTC Events.

All Russian and Belarusian athletes continue to be disallowed from participation in all IRONMAN World Championship and IRONMAN 70.3 World Championship events until further notice.

POST RACE INFORMATION

QUESTIONS?

Any questions, please kindly email staffordshire70.3@ironman.com, we are here to help you have the best pre, during and post event experience possible!

SOCIAL MEDIA

There will be live updates during race weekend on the [Instagram](#) and [Facebook](#) pages. Please ensure you 'like' the pages for up-to-date information and pass it on to your friends and family who may not be on site, so they can follow the race.

RACE PHOTOGRAPHY

Sportograf is proud to be the official athlete photo service at IRONMAN 70.3 Staffordshire.

We will provide you with our "Foto-Flat" which includes all your amazing personal content from several top locations around the course as well as the beautiful impression shots of the scenery and the race day in general.

Order your race images here: www.sportograf.com

Help us take the best pictures of you:

- Please be sure to keep your bib number visible in FRONT of your BIKE HELMET to help us identify more photos of you!
- Notice our photo spots and smile for the camera – even if it hurts!
- Celebrate when you cross the finish line! Don't worry about touching your watch, the timing company will ensure an accurate record of your achievement.

Stay up to date and FOLLOW Sportograf on [Facebook](#) and [Instagram](#)

The Official Medal Supplier of IRONMAN and the Rock 'n' Roll Running Series
www.AlwaysAdvancing.net | info@alwaysadvancing.net



ALWAYS
ADVANCING

— MORE THAN JUST MEDALS —
YOUR SOURCE FOR AWARDS, APPAREL & PROMOTIONAL PRODUCTS



DISCOVER THE
BREITLING ENDURANCE
PRO IRONMAN
COLLECTION.



BREITLING



Visit: www.ironmanstore.com



I WANT MORE

ALL WORLD ATHLETE PROGRAM



SUSTAINABILITY

REDUCING OUR EVENT IMPACT

At our IRONMAN UK events we are striving towards reducing our negative environmental impact through the careful planning process to prioritise waste management and to re-use and upcycle materials.

Below are some of the initiatives in place at our events:

- **Excess bags** from the 2021 edition of our UK events have been **upcycled** and are being made into the **2023 Athlete backpacks**
- Backpacks unable to be **recycled** were **redistributed to previous participants**
- **80,400** Plastic bottles from the event have been collected and **upcycled** into our **volunteer bags**
- **Excess food and clothes donated** to local charities and foodbanks
- **Over 1 tonne of medals recycled** at the end of the season
- **Finisher T-shirts recycled** at the end the season
- **Transition bags** are made from **recycled sea plastic** and are **recyclable**
- **Rain Ponchos** made from **grain**
- **On-site bib printing-** reducing printing excess materials
- **IRONMAN Branded Bottles** used on the bike course are **bio based**

Trees Not Tees - you can now select to opt out of a finisher tee and choose to plant a tree instead



VOLUNTEERS

We just want to take this moment to thank all our volunteers for taking time out of their day to make this event possible. We truly would not be able to do this without you!

Think about your day as an athlete and how long you are on your feet and please consider the time volunteers dedicate to making your dreams possible! Be considerate, polite and thank them when you can!



IRONMAN[®] TRICLUB



JOIN THE PROGRAM

WWW.IRONMAN.COM/TRICLUBS

 @IRONMANTRICLUB

A ATHLETIC
BREWING CO[®]

IRONMAN[®]
GLOBAL SERIES

2023 OFFICIAL ALCOHOL-FREE BEER PARTNER

BEER, FIT FOR ALL TIMES

AWARD-WINNING • GREAT TASTE • ALCOHOL-FREE (<0.5% ABV)



UK.ATHLETICBREWING.COM | [@ATHLETICBREWINGEU](https://www.instagram.com/athleticbrewingeu)

We look forward to welcoming you and wish you a great race!

