



actionchallenge
Challenge Events Worldwide

Land's End to John O'Groats

Saturday 31 August - Tuesday 10 September 2013





“...take part in the UK’s biggest End to End charity cycle...”

The time for winning medals isn't over yet. As you climb aboard the saddle and watch with baited breath the seagulls circle, you realise what you're about to achieve. It's to take part in the UK's biggest End to End charity cycle, pushing yourself to the limit as one of 100 riders. The iconic signpost amid its pale blue backdrop signals your starting point, with the destination an awe-inspiring 930 miles north. 9 days is the target, and raising vital funds is the goal. You'll experience the very best that British cycling has to offer, from roads perfect for cycling, to landscapes overwhelmingly beautiful. All of this as part of a team like no other, pulling together with one shared ambition.

The Challenge

- On average 100+ miles a day during a heroic ride.
- Fully inclusive event—we handle everything!
- Pre-event support with training plan/events & nutritional advice.
- Daily signed route with cycle guides from beginning to end.
- Mixed accommodation from tents, hotels, B&B's, barracks and university halls.
- Specifically tailored cycling menus.
- Event doctors/medics, massage teams & professional bike mechanics.
- Entertainment, including welcome and celebratory parties!



You don't have to be an athlete, club cyclist or semi-professional to take on the challenge with us. Our ethos is to run events which empower everyone to achieve something amazing and unique. You can achieve a feat that only a select few can say they've completed, all alongside a fantastic team. What you're attempting is not only an incredible challenge, but a remarkable effort to raise significant funds for a charity of your choice. This is a once in a lifetime opportunity, that can help you realise your personal goals, as well as triumphing in helping others.

Why ride with us?



Envisage achieving this challenge alongside 100 riders, with a team making sure all you have to concentrate on is your ride. Visualise being entirely catered for and supported, while you endeavour to finish a journey only few can say they've accomplished. Picture being a part of a group where you share one goal, one target, and one ambition. You can fulfil this with us.

Pre-Event Support

Don't worry—you're not alone! We won't just throw the map and tell you to get on your bike. We offer an entirety of support from the day you first contact us:

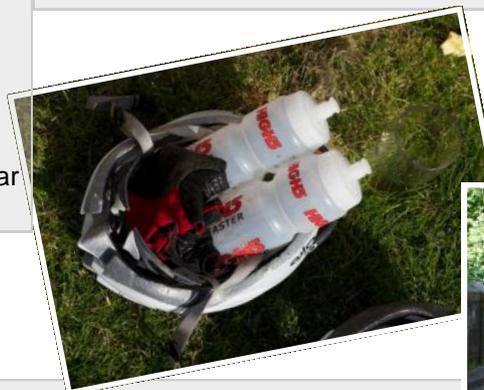
- All the information you need to start your fundraising.
- Detailed training regimes & plans to help you get ready.
- Full nutritional advice to fuel your body correctly.
- A detailed itinerary & route to get a taste of what's to come.



Food

You didn't think we'd let you go hungry did you? We realise what an amazing challenge you are undertaking and want to help you fuel your bodies!

- All food and drink completely provided.
- Our own 'cycling tailored' menu, guaranteed to give you the edge.
- Snacks and energy drinks are also included at regular intervals.



Accommodation

What sets us apart from the rest is our dedication to delivering the perfect packaged challenge. We make sure that you are at your most comfortable when not tackling the gradients of the UK.

- All accommodation is included, with a mixture of camping, hotels & B&Bs.
- Welcome & celebratory parties all organised.
- We supply all your home comforts and make sure you never go without.

What else do we provide for you?

As well as providing pre-event support, your accommodation and all your food, we are committed to giving you the ultimate packaged challenge. Everything you can think of—we have covered it! We want to make sure that all you have to concentrate on is pedalling one foot in front of the other, taking in the spectacular views and realising a pinnacle of achievement.

- We welcome you with a pasta party, getting you ready for your challenge ahead.
- You'll have plenty of time to bond with our team and the group of riders you're taking part with.
- Every kind of support you can think of is available to you, both before and during the event.
- We take into account all of your individual experience and pace.
- You'll have access to physiotherapists every evening, in order to ease any aches and pains.
- We have evening entertainment each night, allowing you to relax and share experiences.

The Route

The steep climbs of the Cornish coast isn't the only means to take riders' breath away when embarking north, overhearing surfers paddle as you pedal away from the iconic sign of Land's End. The idyllic thatched cottages and quaint serene villages of the Shropshire countryside, precede the infamous tackle of the Shap Fell Hill. The Scottish Highlands greets with scenes akin to those of blockbuster movies, as you continue your own expedition towards John O'Groats...



31 August - Arrival and camp!

01 Sept - Land's End to Okehampton - 112 miles

Experience your first day with the steepest climb, the reward holding breathtaking views of Dartmoor and its National Park.

02 Sept - Okehampton to Bristol - 105 miles

Breathe in the rural, rolling hills of Somerset as you pass through the petite town of Tiverton, amid the stunning Exe and Lowman rivers.

03 Sept - Bristol to Shrewsbury - 109 miles

The longest of the rides sees you cross the Avon Bridge and taking in the magnificent Tintern Abbey. You'll ride via the cathedral town of Hereford and the Shropshire hills.

04 Sept - Shrewsbury to Lancaster - 104 miles

Here you'll pass through Shropshire's small market town of Market Drayton, lying on the Union Canal. The quiet and unassuming then turns to urban as you pedal near Preston.

05 Sept - Lancaster to Moffat - 109 miles

Today sees you climb the renowned Shap Fell Hill and the 'Auld Grey Town' of Kendal. We skirt the edge of the Lake District, before entering Scotland through Gretna.

06 Sept - Moffat to Loch Lomond- 87 miles

The shortest day of riding sees you depart the busy streets of Glasgow and to the tranquil and serene setting of Loch Lomond.

07 Sept - Loch Lomond to Fort William - 96 miles

Your journey to the capital of the Scottish Highlands begins today, as you encounter the stunning Ben Nevis, Rannoch Moor and Glen Coe.

08 Sept - Fort William to Lairg - 116 miles

Take your binoculars as you venture the coast of Loch Ness, before being mesmerised by the sheer power of nature at its purest.

09 Sept - Lairg to John O'Groats - 94 miles

The last day won't fail to disappoint as you take in the stunning beaches that surround the towns of Thurso and Castletown. It's a fitting end to a glorious journey.

10 Sept - Depart Inverness



What is a typical day like?

The ride is challenging, and to make the most of daylight hours and to enjoy the route we will be rising early and typically spending 8-9 hours in the saddle.

- Breakfast at hotel, transfer to start, followed by a safety brief.
- Morning, lunch & afternoon stops at cafes/inns/hotels/restaurants—inc. toilet breaks.
- Ride will be paced by front cycle guides, and swept by support vehicles.
- Every day is followed by a debrief and information on the following day.

Costs and Fundraising



To sign up you will need to register online and pay an initial deposit to secure your place on the challenge. The deposit is paid - upon sign up - and represents your financial contribution onto the challenge.

Once you have chosen the charity you wish to sign up and fundraise for - you will then need to decide whether to choose the Minimum Sponsorship option - where you commit to fundraise a set amount for your chosen charity or the Mixed-Funding option where you pay more towards the cost of your place on the challenge, whilst still committing to a fundraising target for a chosen charity.

Fundraising Options

Option 1 - Minimum Sponsorship:

You pay a registration fee to secure your place on the challenge and then commit to raise a minimum amount of sponsorship for a charity of your choice..



Deposit	Minimum Sponsorship
£299	£3,500

- Deposit is due to be paid to Action Challenge (the event organiser) upon signing up to the challenge
- 48% of your minimum sponsorship is due to be paid 10 weeks (21 June 2013) prior to the charity
- From your fundraising, the charity will pay the remaining balance of your place on the event.
- Your fundraising that remains, then needs to be paid 4 weeks after the challenge by (04 October 2013).

Option 2 - Mixed Funding:

You pay an initial deposit to secure your place on the challenge and then pay a further portion of the event cost and raise a further amount of sponsorship for the charity of your choice..

Deposit	2nd Payment	Minimum Sponsorship
£299	£700	£1,800

- Deposit is due to be paid to Action Challenge (the event organiser) upon signing up to the challenge
- 2nd payment will be debited 10 weeks prior to the challenge (21 June 2013).
- 55% of minimum sponsorship is due to be paid 10 weeks prior to the challenge
- From your fundraising, the charity will pay the remaining balance of your place on the event.
- Your fundraising that remains, then needs to be paid 4 weeks after the challenge by (04 October 2013)..

Choose your charity...

You can choose to fundraise for any of our Partner Charities, whose logos you can find at the bottom of the event website, or any of our participating charities.. These charities are part of the challenge and will have groups of riders on the event all fundraising for that particular charity. Alternatively, there may be a charity you would like to fundraise for, that isn't currently listed on our website. All you have to do is fill out the charity name when registering and we'll contact them.

By signing up to the challenge you are committing to fundraise a minimum sponsorship for your chosen charity. Your chosen charity will support you with your fundraising efforts. All fundraising is via Just Giving.com, where you will set up your page as part of the registration process. You can only sign up and fundraise on behalf of one charity.

Pay your own costs...

Alternatively if you can sign up to the challenge by paying for your own cost on the challenge - and fundraising separately as much as possible for a charity of your choice.

Deposit	2nd Payment due 10 weeks prior to the challenge
£299	£1400

FAQS



What's included

- Full on-event support, embedded cycle guides, medics, Action Challenge reps, mechanics and outriders and route cards.
- All accommodation on a twin share basis
- Luggage transfer between rest stops
- Rest vehicles for back up
- Mobile tented village when camping
- Secure bike storage
- Food
- Energy snacks and water along route at rest-stops
- Celebratory riders dinner and party in Inverness
- Pre-event support, manuals, training guides, briefing and discount vouchers.
- Access to online participant area, which will be regularly updated with event info.

Not included

- Bike insurance
- Alcohol
- Personal spending money

The cycle

We will be cycling on average over 100 miles per day, on well chosen, good surfaced public roads. The cycle will be fully supported by experienced cycle guides and medics will be supporting the 100 strong peloton. The route will be fully signed and you will also be issued with route cards each morning for the days cycling. GPS data will be available to download prior to the event, which can be loaded onto cycling computers.

Food

All meals are included, except during free time. We will be serving locally sourced food from the areas we are cycling through, and tasting some of the finest British food as we cycle. Breakfast and dinner will be served in the mess tent or at our accommodation, and lunch will be en-route. There will be rest –stops where water, and energy snacks are provided.

Accommodation

All accommodation (10 nights) is included on a twin-share basis. Mixture of camping, hotels, hostels & B&B accommodation (every 3rd night indoor). When camping - fully mobile tented village with showers, bathrooms, mess-tent & entertainment. Hotel & finish party in Inverness to celebrate completing the challenge!

Kit list

You will be set a comprehensive kit list in your welcome pack, which will detail everything you will need for the event. This is a road cycling challenge, and therefore you will need a well serviced road bike, spares, and a cycle helmet is compulsory.

Pre Event Support

Upon signing up to the challenge, you will receive a welcome pack which will include training advice, fundraising support, a kit list, access to the online participants area. You will be supported every step of the way and the dedicated fundraisers from your chosen charity will be on hand to answer any questions you might have about your fundraising and to help meet your target. You will be invited to an event briefing, prior to the event.

Securing your place

Pay a non-refundable deposit of £299 via a secure online system by visiting www.ukend2end.com.

Places are limited and we anticipate a high demand for this event with applications being processed on a first come, first serve basis. We look forward to welcoming you to the team!