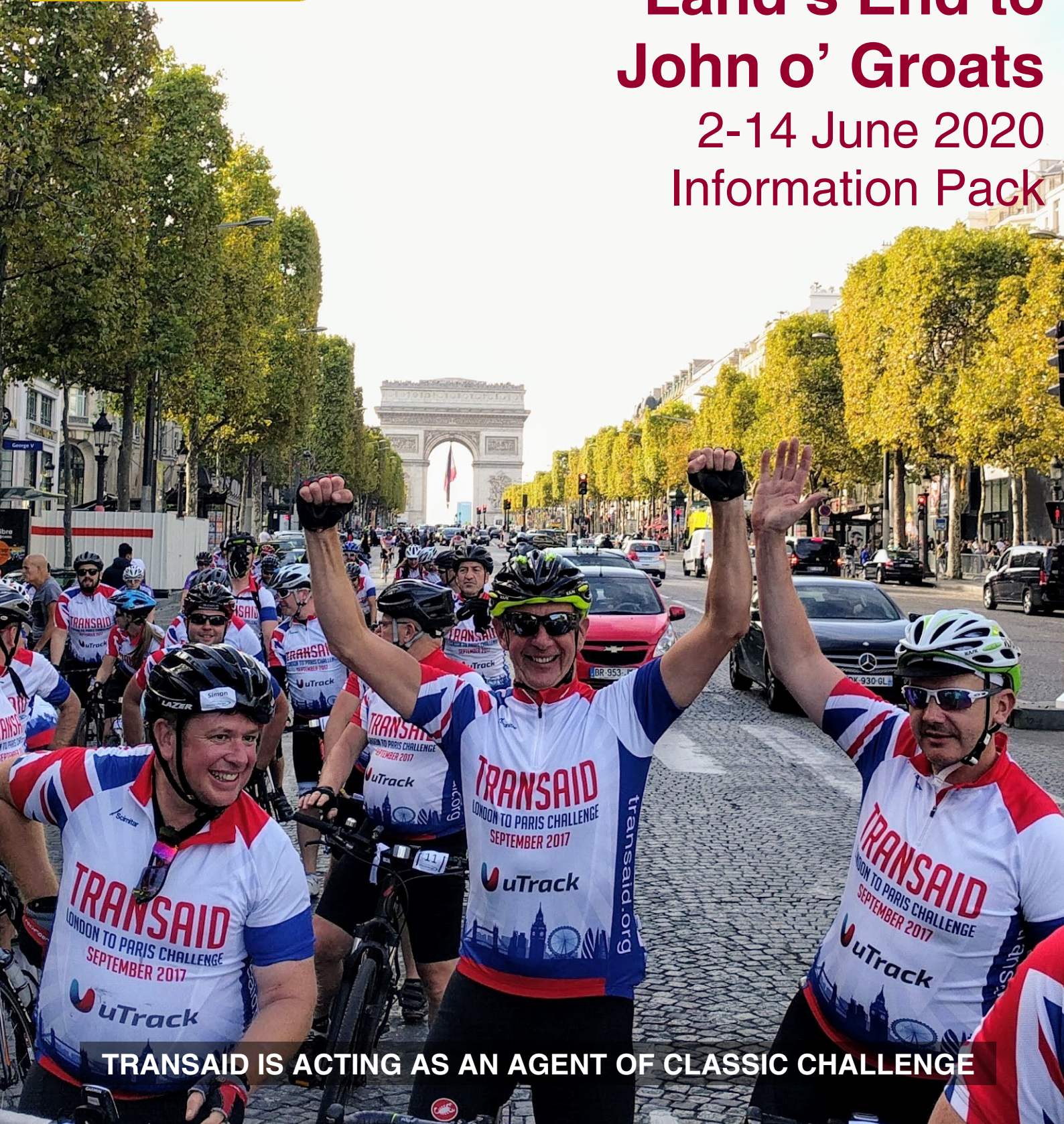




transaid

Transaid's 20th Anniversary Cycle Challenge: Land's End to John o' Groats 2-14 June 2020 Information Pack



TRANSAID IS ACTING AS AN AGENT OF CLASSIC CHALLENGE

Contact us: florence@transaid.org or on 020 7387 8136

UK Registered Charity No: 1072105 Patron: HRH Princess Royal

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20 Years of Transaid

Welcome. We can't tell you how excited we are for you to be joining us in celebrating our 20th anniversary. In 1998, we started out as an independent charity. Since then, we have trained thousands of drivers, operated in over 25 countries and worked tirelessly to improve road safety and access to healthcare in economically developing countries. We hope you find the incredible feat of joining the Land's End to John o' Groats challenge to be an unforgettable way of marking 20 years of transforming lives.

1998

Transaid launched as an independent charity, with Sarah Nancollas as CEO and Alan Jones as Chairman

2001

Introduction of motorbikes at the Ministry of Health in Zambezia province, Mozambique.

2005

Seven-year Transport Management Project completed with the Department of Health in South Africa.

2006

Our first ever cycle challenge takes place in Malawi!

2008

Partnership with the Industrial Training Centre in Zambia and launch of the Professional Driver Training Project.

2011

Transaid begins a 5 year project funded by USAID in Madagascar, working to improve access to healthcare for those living in rural areas.



2012

Our first European cycle challenge, London to Paris, raises a record £120,000.

2013

We celebrated our 15th Anniversary at Buckingham Palace, in the presence of HRH The Princess Royal.

2015

A continuation of 2011's programme Madagascar developed in partnership with Madagascan NGO, Lalana in 2015, expanding on the successes of previous initiatives.



2017

After the success of the MAMaZ and MORE MAMaZ programmes, MAMaZ Against Malaria is launched, improving responses to cases of severe malaria in rural areas.

2017

Cycle South Africa takes place, raising a record-breaking £227,000. Followed by Cycle Zambia in 2018.

2019

We celebrate the past 20 years with the Land's End to John o' Groats challenge!

Challenge Overview

The Route

This epic 972 mile bike ride from Land's End to John o' Groats sweeps through some of the UK's most beautiful scenery. Covering the length of the British Isles from the leafy lanes of Cornwall, through the dramatic scenery of Dartmoor, Cotswolds, Lake District and ending in the wilds of Scotland, it really is a ride of contrasts. This is a challenge of a lifetime and it is split into four action-packed stages. Saddle up for an unforgettable adventure and a huge personal achievement.

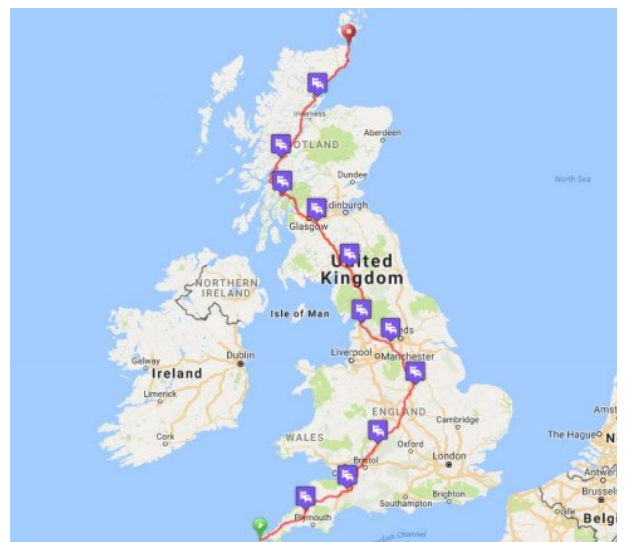
If you are using the electronic version of this pack, please click this box to access the route and GPS coordinates.

Trip Summary

- **Distance:** Over 972 mi cycling
- **Duration:** 12 days
- **Level:** Challenging (training and nutrition guidelines will be sent to you)

What's included?

- 12 nights accommodation: Hotels—'Travelodge' standard
- Meals: Breakfast, lunch, dinner and snacks
- 1 mechanic
- 1 medic
- Tour manager
- Charity rep



Multiple Participation Options

The challenge is split into 4 stages, and you can enter in the ways set out below. More details of participation options can be found on page 7.

- Single stage (Individual)
- Two stages (Individual)
- End-to-End (12 Days, Individual)
- End-to-End (12 Days, Relay Team)

If you are using the electronic version of this pack, please click this box to access the active site, where you can sign up.

STAGE 1: LAND'S END TO GLOUCESTER

Distance: 250 mi | Elevation: 12,322 ft

Day 1: Tue 2 June | Land's End to Launceston | 89 mi

Day 2: Wed 3 June | Launceston to Taunton | 70 mi

Day 3: Thu 4 June | Taunton to Gloucester | 90 mi

[GPS LINK](#)

Stage one is possibly the most challenging section of the ride as we tackle lots of short, steep climbs on minor roads, so here your training will truly pay off! It starts at the famous Land's End sign which marks the start of our mammoth challenge. After a group photo, we work our way through amazing coast lines and dramatic sea views. We pass through Tiverton in mid Devon and it's a hilly stretch to reach Dartmoor National Park, the largest and wildest area of open country in southern England. It was recently used as a film location for the Spielberg blockbuster, Warhorse, due to its stunning light and landscape. We ride inland through the eastern slopes of the magnificent Mendip Hills, an area of outstanding natural beauty.

We reach the sweeping bay of Weston-Super-Mare, which is a fantastic backdrop as we ride north through the coastal village and head along the Severn Estuary. The River Severn is the UK's longest river at 220 miles. It runs from the Welsh mountains and meanders in and out of the counties of Shropshire, Worcestershire and Gloucestershire, before emptying into the Severn Estuary which forms a physical boundary between England and Wales. Our route runs parallel to this massive estuary. We then reach the vibrant city of Gloucester to mark the end of this magnificent stage.

STAGE 2: GLOUCESTER TO LANCASTER

Distance: 237 mi | Elevation: 11,365 ft

Day 4: Fri 5 June | Gloucester to Nottingham | 107 mi

Day 5: Sat 6 June | Nottingham to Halifax | 81 mi

Day 6: Sun 7 June | Halifax to Lancaster | 49 mi

[GPS LINK](#)

We start this stage of the ride through beautiful Cotswold countryside and head north through Stratford Upon Avon, the birthplace of William Shakespeare, which is steeped in culture and history. The route takes us along winding rural Warwickshire countryside, on the banks of the river Avon. We continue cycling through the heart of the country and then head into Lancashire, passing through quaint hamlets and villages en-route. Lancashire has a rich cultural heritage – J.R.R Tolkien, the Brontë Sisters and Sir Arthur Conan Doyle all penned their novels here. Cycling west, we reach the coast via the salt marshes and mud flats of Morecambe Bay. We follow the Lancaster Canal to the county town of Lancaster, which boasts an important maritime history as one of the major ports in England. For those choosing to cycle the challenge end-to-end, we have now reached the halfway point!

STAGE 3: LANCASTER TO INVERARY

Distance: 233 mi | Elevation: 9973 ft

Day 7: Mon 8 June | Lancaster to Gretna | 88 mi

Day 8: Tue 9 June | Gretna to Hamilton | 75 mi

Day 9: Wed 10 June | Hamilton to Inverary | 70 mi

[GPS LINK](#)

The hills of the spectacular Lake District then become visible as we approach Kendal, southern gateway to the Lake District National Park and home to the famous Kendal Mint Cake. We pass through Carlisle, which due to its location has hosted various historic figures including Emperor Hadrian, William Wallace, Rob Roy, and Bonnie Prince Charlie. It is a challenging ride ahead as we journey through the Eden Valley and the busy market town of Penrith. We then head to Gretna Green for our overnight, which is famous for its 'runaway weddings'. The next day we set off and cycle through the picturesque market town of Dumfries, near the mouth of the River Nith and through Lockerbie. We continue through the picturesque town of Moffat nestled in between the Lowther Hills and Eskdalemuir Forest. Here we cross the border into Scotland and continue through the Southern Uplands with its rolling green hills, dense forests and open moorland. We then head towards Hamilton for our overnight, where we enjoy views of across Strathclyde Loch. The next day we set off through Glasgow, the largest city in Scotland, which hosted the 2014 Commonwealth Games. The first few miles of cycling are through the Greater Glasgow urban area but before long we are back on to quieter roads and making our way through beautiful Scottish countryside to Inveraray.

STAGE 4: INVERARY TO JOHN O' GROATS

Distance: 253 mi | Elevation: 12,395 ft

Day 10: Thu 11 June | Inverary to Fort William | 72 mi

Day 11: Fri 12 June | Fort William to Tain | 96 mi

Day 12: Sat 13 June | Tain to John o' Groats | 85 mi

Day 13: Sun 14 June | Breakfast and depart for home

[GPS LINK](#)

A momentous stage as we set off to reach the end of our epic journey! We enter dramatic West Highland scenery riding alongside glistening Loch Lochy, whose steep, forested hillsides give a fjord-like feel to the landscape. Loch Lochy forms part of the Caledonian Canal, which is Britain's longest inland waterway with a series of man-made canals and lock systems. Next stop is Fort William, which lies on the shores of Loch Linnhe with fantastic views of Ben Nevis, the highest mountain in Britain. We spend time riding along the picturesque banks of Loch Linnhe and cross Loch Leven to arrive in Glencoe, Scotland's most famous and atmospheric glen. We head deeper into the Highlands for another memorable cycling day, riding past Dingwall, close to the dramatic waters of Cromarty Firth. From there we pass Inverness which was recently voted the happiest city in Scotland. One of the many highlights of this stage is the world-renowned Loch Ness, which we cycle along its 22.5 miles of rugged shores - with plenty of opportunities to look out for the mythical Loch Ness Monster! We ride past Urquhart Castle which remains an impressive stronghold despite its ruinous state then through the village of Invermoriston. En-route we continue to tackle some of the hills and glens for which the Highlands are famous for. We pass through the village of Bonar Bridge, then cycle across atmospheric moorlands on remote roads. We head for the port town of Invergordon, surrounded by mountains and gentle rolling farmland. We then head west to reach our final goal of the John o' Groats sign, which marks the end of our mammoth challenge!

Ways to get involved

Not sure where to start? Whether you are joining us as part of a team or as an individual, we have a number of participation options, tailored to suit your specific ambitions and abilities.

Available Packages:

Single Stage Participants

- Registration fee per person: £150
- Minimum sponsorship pledge: £1,250

Take on a section of the challenge at any single stage of your choice.

Payment schedule:

£150 registration fee paid upon registration.
60% of your pledge (£750) to be paid 10 weeks before departure (24.03.2020).
The balance of your pledge (£500) must be met within a week after completion of your challenge.

Two Stage Participants

- Registration fee per person: £200
- Minimum sponsorship target: £1,800

Choose any two of the stages, and achieve the incredible feat of cycling half the distance of the UK.

Payment schedule:

£200 registration fee paid upon registration.
60% of your pledge (£1,080) to be paid 10 weeks before departure (24.03.2020).
The balance of your pledge (£720) must be met within a week after completion of your challenge.

End-to-End (12 Days, Individual)

- Registration fee per person: £250
- Minimum sponsorship target: £2,750

Take on the ultimate challenge of cycling the entire length of the UK.

Payment schedule:

£250 registration fee paid upon registration.
60% of your pledge (£1,650) to be paid 10 weeks before departure (24.03.2020).
The balance of your pledge (£1,100) must be met within a week after completion of your challenge.

End-to-End (12 Days, Relay Team)

- Registration fee per team: £400
- Minimum sponsorship target: £4,000

Divide the challenge between your friends and achieve a shared goal together, to remember for a lifetime. This is an ideal choice for corporate teams.

Payment schedule:

£400 registration fee paid upon registration.
60% of your pledge (£2,400) to be paid 10 weeks before departure (24.03.2020).
The balance of your pledge (£1,600) must be met within a week after completion of your challenge.

Q: Who can take part?

A: Anyone who is over 18 and is looking for a challenge can take part.

Q: How fit do I need to be?

A: This challenge is designed for people of an average fitness and who have undergone some training. The more you will train the more you will enjoy it. We cater for all abilities and no one is ever left behind.

Q: How will I raise the money?

A: Most participants find it much easier to meet their pledge than they expect. We provide fundraising support throughout and are always available for a chat if you need some ideas or reassurance! Your company may be willing to pay your registration fee or the core costs. Some people choose to pay this themselves and then fundraise the remaining amount.

Q: Can I join and fundraise as part of a team?

A: Yes. Both individuals and teams are welcome - please see the registration options above.

Q: Why does my registration fee go to Classic Challenge and not straight to Transaid?

A: The 'Active' website is set up for direct registration fee processing - this money is then returned to Transaid through a reduction on rider challenge costs.

Q: Can the registration fee be invoiced to a company or individual?

A: Yes - please select the 'Raise a registration fee invoice' option in the payment section.

Q: How will I be supported?

A: *Beforehand:* You will be sent fundraising and nutrition and training packs once you sign up, and will receive regular group updates. We are always on hand to discuss fundraising, training or any other queries. There will also be a pre-departure meeting/webinar? roughly one month before the ride.

During the trip: All the logistics of the ride are taken care of by the tour organisers, Classic Challenge. There will also be a Transaid Representative on each stage of the challenge.

Q: Do I need specialist kit?

A: In addition to the bike that you bring with you, you must wear a cycling helmet to participant in the challenge. We would also advise to bring padded shorts! We will send you a kit list nearer the time but please just get in touch if you have any questions.

If you haven't done so already, remember to sign up for the challenge by clicking this box!

Why Should I Join?

Why Support Transaid?

Transaid is uniquely placed to empower communities to build the skills they need to transform their lives. We focus on professional driver training, transport management systems, and community managed transport to solve two of the biggest transport challenges in economically developing countries: road safety and access to healthcare.

In sub-Saharan Africa, road deaths are the third biggest killer following HIV/AIDS and Malaria (*Source: The World Bank*) and the problem will only rise with the growing number of vehicles on Africa's roads. Drivers are at risk every time they sit behind the wheel due to a lack of legal enforcement, training, and badly maintained and overloaded vehicles. But as a result of our strong partnerships with the UK transport and logistics industries, we are able to make a sustainable, tangible difference.



As a unique, humble, and passionate organisation that is keen to make the most of every contribution, we'd like to show you what we do, and why we do it. **None of our achievements in these areas over the past 20 years would have been possible without your support.**

Road Safety

- Lower and middle-income countries account for 90% of all road traffic accident fatalities, and there is an urgent lack of uniformity in driving standards across Africa.
- We transform driver training, standards and systems to make drivers more competent, vehicles safe and reduce death and injury on the road.
- One of our biggest successes this year came with the introduction of our largest initiatives in Africa yet: the Professional Driver Training – Uganda (PDTU) project.
- Formally launched in July, the project will train at least 800 new and existing HGV and PSV drivers to raise standards among local drivers in accordance with the East African Community curriculum for drivers of large commercial vehicles.
- In 2008, we partnered with the Industrial Training Centre (ITC) in Zambia, has also proven to be an invaluable resource for improving driving standards and road safety. From May 2016 to April 2017 alone, the ITC in Zambia trained 972 drivers, including HGV, PSV and forklift truck drivers.



Why Should I Join? (Continued)

Access to Healthcare

- An estimated 75% of maternal deaths can be avoided through timely access to essential child-birth related care. *(Source: The World Bank).*
- We've introduced innovative and community-led emergency transport interventions including bicycle ambulances, motorcycle ambulances and boats.
- Our Emergency Transport Scheme (ETS) in Nigeria has worked with taxi drivers to transport women in need of childbirth-related care to health facilities for minimal cost.
- In this year alone, we have seen 5,365 women transported through the ETS – a 19% increase on the 2015-2016 period.
- We currently have more than 640 active drivers in the ETS, and the scheme has delivered more than 14,000 women since the programme began in 2013.



"I thought the whole event was fantastic and probably one of the most enjoyable physical activities I've ever done, the company was great the tour was extremely well organised and with such great weather, I couldn't have asked for much more."

Gary Kirk, SEC Storage
(London to Paris 2017)

"The organisation was excellent and honestly can't thank the guys enough for their support."

**Catherine Cragg,
Norbert Dentressangle**
(London to Brussels 2017)

"Great fun, with a great bunch of people. Whilst sore in some places, some of this is due to the constant laughter!"

Neil Ashworth, CollectPlus
(London to Paris 2012)

Our cycle challenges truly are an experience of a lifetime. Here is what a few of our participants have said about previous events.

TRANSaid - ALL PARTICIPANTS

1. If you have not raised the required amount by the first payment deadline (24.03.2020) then your place will be forfeited unless you advance the balance yourself. A personal advance can only be made in accordance with the conditions below:
2. A personal advance is made when a refund is intended. Refunding of the advance will only be made after the event's minimum sponsorship pledge has been reached excluding the advance, registration fee, JustGiving charges and gift aid.
3. The refund will not be made later than four weeks after the return date of the event. You will need to request a refund of your personal payment in writing at the time of the original transfer—it cannot be done automatically. If the minimum funds have not been met then the amount refunded will be adjusted accordingly to ensure the charity retains the pledge amount.
4. You must be over 18 by the date of departure.
5. Classic Challenge, a specialist in charity challenges, is the challenge company responsible for all travel and ground arrangements. All monies paid to Classic Challenge for your travel arrangements are protected by their ABTOT Bond. All participants take part at their own risk. Transaid is acting as your agent in making arrangements for you to join the event and is unable to accept liability for any loss or damage, however arising, or for the cancellation of the event for any reason outside its control. Registration fees will only be refundable should Transaid cancel the event.
6. You must wear a cycling helmet at all times when cycling during the event.
7. You are required to complete an online medical questionnaire at the point of registration. If you are aged 65+ you will need to obtain a GP's signature before your place on the challenge is confirmed. If your health changes significantly after registering for the challenge, you hereby agree to inform the charity immediately and you understand that a new medical form may be required.
8. You are encouraged to arrange adequate cycling insurance cover.
9. You must not suffer from alcohol or drug dependency. You should not have any criminal convictions.
10. You participate at your own risk.

SINGLE STAGE PARTICIPANTS

In return for a secured place on Transaid's Land's End – John o' Groats (LEJOG) challenge and as an indication of your serious fundraising intent, we require a non-refundable registration fee of £150. By registering you are pledging to raise £1,250 and understand that it is your endeavour to raise as much above this amount as possible in aid of Transaid. Of monies raised £670 will be used to cover the costs of your transport, accommodation, food, transfers, guides and back-up team. Transaid will be invoiced for this amount 10 weeks before the event and therefore the required 60% of your pledge (£750) should be in Transaid's account by 24.03.2020 at the latest. The balance of your pledge must be met within a week after completion of your challenge. The £1,250 pledge does not include your registration fee of £150, or any Gift Aid that your donations incur.

TWO STAGE PARTICIPANTS

In return for a secured place on Transaid's LEJOG challenge and as an indication of your serious fundraising intent, we require a non-refundable registration fee of £200. By registering you are pledging to raise £1,800 and understand that it is your endeavour to raise as much above this amount as possible in aid of Transaid. Of monies raised £1340 will be used to cover the costs of your transport, accommodation, food, transfers, guides and back-up team. Transaid will be invoiced for this amount 10 weeks before the event and therefore the required 60% of your pledge (£1,080) should be in Transaid's account by 24.03.2020 at the latest. The balance of your pledge must be met within a week after completion of your challenge. The £1,800 pledge does not include your registration fee of £200, or any Gift Aid that your donations incur.

END-TO-END (12 DAYS, INDIVIDUAL)

In return for a secured place on Transaid's LEJOG challenge and as an indication of your serious fundraising intent, we require a non-refundable registration fee of £250. By registering you are pledging to raise £2,750 and understand that it is your endeavour to raise as much above this amount as possible in aid of Transaid. Of monies raised £2,040 will be used to cover the costs of your transport, accommodation, food, transfers, guides and back-up team. Transaid will be invoiced for this amount 10 weeks before the event and therefore the required 60% of your pledge (£1,650) should be in Transaid's account by 24.03.2020 at the latest. The balance of your pledge must be met within a week after completion of your challenge. The £2,750 pledge does not include your registration fee of £250, or any Gift Aid that your donations incur.

END-TO-END (12 DAYS, RELAY TEAM)

In return for a secured place on Transaid's LEJOG challenge and as an indication of your serious fundraising intent, we require a non-refundable registration fee of £400 per team. By registering you are pledging to collectively raise £4,000 and understand that it is your endeavour to raise as much above this amount as possible in aid of Transaid. Of monies raised £2,040 will be used to cover the costs of your transport, accommodation, food, transfers, guides and back-up team. Transaid will be invoiced for this amount 10 weeks before the event and therefore the required 60% of your pledge (£2,400) should be in Transaid's account by 24.03.2020 at the latest. The balance of your pledge must be met within a week after completion of your challenge. The £4,000 pledge does not include your registration fee of £400, or any Gift Aid that your donations incur.