

Cotswolds Way Challenge **Friday 5th - Sunday 7th August 2011**

Fundraising for Breakthrough Breast Cancer

Organised by professional walking company Walkwise UK

24 mile trek taking in a huge variety of scenery from: pretty countryside, blooming meadows and leafy woodland as well as expansive panoramic views from lofty limestone ridges.



Boot Level One: This trek is the least strenuous level of the Prima and Breakthrough treks. You will trek through gentle undulating countryside, with regular breaks. Training is recommended.

Day 1: Saturday 6th August

Along the Cotswolds Way from Chipping Campden to Stanton.

From the hotel you will be taken to the start of your challenge at the beautiful market town of Chipping Campden with its typically soft Cotswolds stone cottages. You will wander through the ancient fruit orchards as you head gently uphill to the limestone ridge at Dovers Hill.



You will follow this broad ridge and gain unbroken views across the Vale of Evesham. There will be time to pause at Broadway Tower before enjoying the descent down to the honey pot of Broadway Village.

You will continue from here through woodlands and glades to cover 13 miles on day one.

Staying on the escarpment the path wanders around to Leckhampton Hill and the Devils' Chimney. From here the Seven Springs emerges marking the end of your first day's trekking.



Distance to walk on Saturday: 13 miles / 19 km
Ascent Saturday: 1 main climb & 1 shorter climb

Day 2: Sunday 7th August

The Cotswolds Way joins the Pilgrims Way to Cleeve Hill.

After breakfast, you will follow the Cotswolds Way which then joins the Pilgrims Way where you will pass the towering ruins of Hailes Abbey.

You will then trek through the fruit orchards to the bustling market town of Winchcombe. Here the Cotswolds stone combines with various architectural styles to create a unique town.

Your route then meanders through the regal parklands of Sudley Castle, home of Queen Catherine Parr. A last climb now starts towards Belas Knap, an ancient burial mound, before we emerge at the top of Cleeve Hill, the highest point in the Cotswolds. You will be rewarded with panoramic view over the surrounding hills and vales.

Distance to walk on Sunday: 11 miles / 16 km
Ascent Sunday: 2 shorter climbs

Accommodation

Thistle Hotel, Cheltenham.

This four star hotel has many facilities on site, including a relaxing coffee bar, comfortable lounge and cocktail bar. The hotel also has its own leisure club complete with swimming pool, Jacuzzi, sauna and gymnasium as well as an all weather, flood-lit tennis court on the grounds.

All of the bedrooms are furnished to a high standard with a satellite tv, hair dryer, trouser press and tea and coffee-making facilities.

Cost

Full Package: £150 per person (sharing a twin room), or £180 per person in a single room made payable to Walkwise UK – our walk operator.

Includes: 2 nights accommodation (Friday 5th and Saturday 6th), 2 breakfasts, 2 picnic lunches, 2 evening meals, all transport to and from walks (to and from the hotel), professional walking guides.

Minimum fundraising pledge: £250 per person.

Event Only: £75 per person paid to Walkwise UK – our walk operator.

Includes: 2 picnic lunches, 1 evening meal (Saturday), all transport to and from walks (to and from the hotel), and professional walking guides.

Minimum fundraising pledge: £250 per person.

Extra night: If you would like to stay an extra night on the Sunday, departing Monday 8th, the cost is £50 per person and includes dinner and breakfast.



Itinerary

8PM FRIDAY 5th – Meet the Breakthrough representative, Walkwise Guides and your fellow trekkers in the hotel for dinner and a briefing about the weekend.

9AM SATURDAY 6th – Short briefing about the trek. Ready to leave by coach at 9.15 for the start of the challenge.

5PM (approx) SATURDAY 6th – End of first day's trekking and transported by coach back to the hotel.

7PM SATURDAY 6th – Three-Course meal at the hotel.

9AM SUNDAY 7th – Leave by coach for the start of the final day's trekking.

4PM (approx) SUNDAY 7th – End of trek, finishing back at the hotel.



For more information

For more information on the Prima Cotswolds Trek, or any of our other five 2011 UK Treks listed below please visit our website breakthrough.org.uk/treks or call Breakthrough on 08080 100 200 or email fundraise@breakthrough.org.uk

13 th – 15 th May 2011	Prima Scottish Lochs
10 th – 12 th June 2011	Cotswolds Way Trek
24 th – 26 th June 2011	Prima Lake District Trek
1 st – 3 rd July 2011	Devon Coastal Trek
15 th – 17 th July 2011	Gower Coastal Trek

How fit do I need to be?

(Provided by WalkWise UK)

- Your UK Trek will be a physically demanding event and as such you will need to train beforehand. You will be walking 24 miles and at least 10 miles a day along many varying landscapes with some steep ascents and descents. If you're not used to walking or regular exercise you ought to prepare yourself.
- Anyone with a reasonable level of fitness and health should be able to complete this walk, but you will need to train beforehand.
- Whilst this trek is a challenge it is also not a race. We want everyone to enjoy themselves and to be able to appreciate the beautiful surroundings. There is usually quite a discrepancy in people's abilities and the Walkwise Trekking Guides will allow for this, ensuring that no one is left behind and you can take the trek at your own pace.
- There will be a few trekking guides with the group and what usually happens is that the group will naturally split into different groups of ability. You can decide which group you would like to trek in; it may be that on the Saturday you trek in the slower group and then on the Sunday you decide you would like to pick the pace up a bit and switch to the faster group.
- Ultimately, anyone who leads a fairly active and moderately healthy lifestyle should be ok on this trek, as long as you train beforehand.

Why bother training?

- You will have a far better chance of completing the challenge.
- You will enjoy the trek far more if you have a good level of fitness.
- You will be far less likely to become injured or suffer from aches and pains (remember to train in your walking boots if going out on hikes as this will break them in and help to minimise blisters whilst on the challenge).
- Your potential sponsors will be far more likely to dig deep into their pockets if they can see just how much hard work you're putting in to prepare for the challenge.
- It will make you feel more energetic and more relaxed about the expedition.

How shall I train?

- Training is very specific to the activity that you are undertaking, therefore to become fitter for trekking you need to trek. This can be mixed up with some cross training of your favourite sport or outdoor activity, e.g. swimming, aerobics, squash.
- To break your body in and avoid injury, training is best done gradually building up to the challenge over a period of time.

The simplest of changes to your every day life can make a really big difference:

- If you're popping out to the shops, walk instead of taking the car.
- If you go to work on the bus or tube make a resolution to walk to the next stop or get off a stop early.
- Once a week during your lunch hour take a brisk walk around the park, or have a 30 minute jog.
- To get used to ascents and descents stop using the lift and start using the stairs. Using the stairs regularly is a very effective tool in preparing your body for climbing up hills.
- Do some half-day walks. To build up your stamina it's a good idea to go on some half-day walks. Buy a local guide book of short walks in your area or why not get a group of friends together? Try to do 2 or 3 half-day walks over a period of a couple of months and start to build up the distance you cover.
- Try some full-day walks. After a few half-day walks try to do a couple of full day walks and gradually increase the distance you cover until you're happy with your own ability.

How to raise your £250

You'll be sent a full Fundraising Pack once booked, but take a look below to see how easily you could reach your £250 minimum sponsorship target in just a couple of weeks. You're fundraising could easily be a lot bigger than these ideas, all you need to do is make sure you have a bit of a plan at the start. Breakthrough will support you every step of the way with regular fundraising tips and free fundraising materials.



Online sponsorship page:

It's very easy and really quick to set-up an online sponsorship page at www.justgiving.com/breakthrough. Then just email the address to all of your friends, family and colleagues and ask them to forward it on to their contacts too.

If 10 people sponsor you £10 each that's **£100 raised**.



Food/Cake sale at work:

Make home-made cakes or soup and sell these at lunch or in the afternoon at your workplace. Ask friends if they will help to make them and if it's ok to sell them at their workplace as well.

If you hold 2 food sales at work and 30 people buy a cake or a pot of soup sold at £2 each that's £60 raised. If you manage to get your family or friends to do one at their work as well you could double the amount! **At least £60 raised**.



Bag packing at your local supermarket:

This is a far more lucrative fundraising activity than most people think. If you go to a large supermarket and bag-pack for a few hours asking for donations for doing so, you'll be amazed at how much you can raise. Get a group of friends to help you and that should help make it more fun and bring in the donations quicker.

If you bag-pack twice and 60 people donate £1 for you to pack their bags, that's **£60 raised**.



Quiz Night / Raffle

Ask your local pub/club if their quiz entry fee can be donated for one night towards your fundraising efforts for Breakthrough.

If 15 people take part in the quiz at £2 each that's **£30 raised**.

Congratulations, you've reached your £250 minimum sponsorship target!