

Largs to Cowes

'Brighter Futures' Cycle Challenge

600 miles.

8 days.

1 mission.

To inspire young
people to believe
in a brighter future
living through and
beyond cancer.



17-24 June 2022 | Largs, Scotland
to East Cowes, Isle of Wight



ellen
macarthur
cancer trust

'Brighter Futures' Cycle Challenge

Thank you for your interest in the Ellen MacArthur Cancer Trust Largs to Cowes 'Brighter Futures' Cycle Challenge! We would love to have you as part of the Trust Tribe.

This document contains all the key information about the ride and answers some key questions you might have about what to expect. If you would like to discuss the ride further, email robert.brown@emcancertrust.org

Why you're needed

Every year in the UK, around 1,900 children (0-14) and 2,500 young people (15-24) are diagnosed with cancer – around 12 a day (CRUK, 2021).

Young people remain vulnerable after treatment as it comes at a time of rapid physical, emotional and social development.

Because of the Trust, young people feel...



Accepted

They meet and make friends with others who have had similar experiences – often for the first time – and stop feeling like 'the only one'.



Independent

They rediscover independence away from home and outside of their 'cancer bubble', and begin to realise what they are capable of again, physically, mentally, and socially.



Optimistic

They experience an increased sense of purpose and self-worth and can start to take the next steps towards re-establishing their place in the world.

which leads to...



**Improved
mental
wellbeing**



**Belief in
a brighter
future**

When treatment ends our work begins

For many young people, picking up from where they left off before their diagnosis just isn't possible. The Ellen MacArthur Cancer Trust inspires young people aged 8-24 to believe in a brighter future living through and beyond cancer.

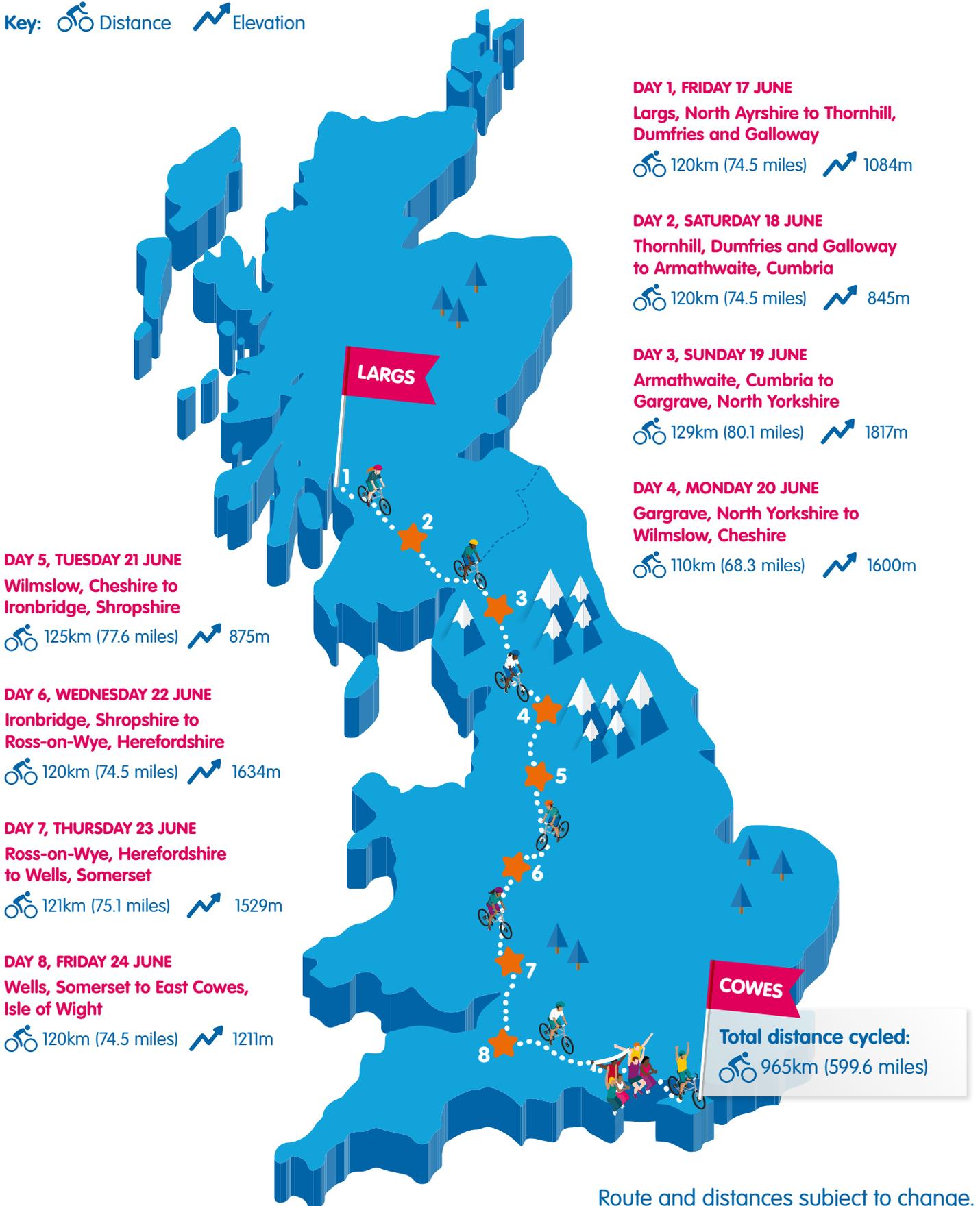
The pandemic has also amplified the loneliness, isolation and anxiety experienced by these young people to unimaginable levels. They need the Trust more than ever right now.

Through the Trust's sailing and outdoor adventures, young people experience improved mental wellbeing by gaining a new sense of purpose and self-worth, rediscovering their independence, and feeling optimism for the future.

They stop feeling like 'the only one' and can start to take the next steps towards re-establishing their place in the world. They believe there's a brighter future.

The route (subject to change)

Key:  Distance  Elevation



Route and distances subject to change.

The costs

The entry cost is £1,800 per rider, in three instalments of £600. This covers all costs in taking part in the event, so that every penny you raise can go towards inspiring young people to believe in a brighter future living through and beyond cancer.

The entry cost covers:

- 8 x nights' single room en suite accommodation in hotels
- 8 x breakfasts, lunches and evening meals
- 2 additional refreshment stops throughout each full cycling day
- Guided riding each day (at a ratio of approx. 1 guide to 8-10 riders). You don't have to worry about following signs, map reading, or even bike mechanics – simply follow your guide.
- Medical staff on-hand across the full event
- Support vehicles with bike spares, med kits, water, etc
- Luggage taken to accommodation each evening
- Tour leaders in charge of the ride logistics
- 2 unique Tour cycle jersey
- Pie water bottles
- Safe storage of bikes overnight each night
- Ferry from the mainland to Isle of Wight (Red Funnel provided via the Ellen MacArthur Cancer Trust)
- Reception on the arrival day in East Cowes

If the event is cancelled due to COVID-19 restrictions, your entry fee will be refunded.

There are a few things you will need to cover the cost of:

- Insurance – our event partner, pie, is an approved partner of Yellow Jersey Cycle Insurance and participants can get 10% off travel and bike insurance after signing up. You can find out more about the deal here: <https://www.pieevents.co.uk/insurance/>
- Personal expenditures including drinks with meals.
- Travel to the event start in Largs (although some provision may be available to help you transport your bikes to the start line).
- Accommodation on Friday 24 June in Cowes if needed. If you would like to book somewhere, we recommend Woodside Bay Lodge Retreat, which is close to the Trust's East Cowes base. Alternatively, there are a range of accommodation options in East Cowes and the surrounding area here: <https://www.visitisleofwight.co.uk/explore/towns/cowes/accommodation?p=1>

Fundraising

We kindly ask all riders to fundraise a minimum of £1,200 for the Ellen MacArthur Cancer Trust. This will enable TWO young people to come sailing with the Trust for the first time in 2022.

We are almost ready to launch our dedicated Just Giving event website to make your online fundraising as easy as possible; simply create your page, share the link, and start raising money! As soon as the page launches, we'll be in touch with the details.



Robert Brown will be your designated point of contact at the Trust for any fundraising support needs. If you need any assistance or support with your fundraising, or would appreciate a chat around any ideas, email

robert.brown@emcancertrust.org.

You can also visit **<https://www.ellenmacarthurcancertrust.org/events-and-fundraising/fundraising-pack>** where you can download our fundraising and talks guides and other resources to help you raise the money to make a difference to young people living through and beyond cancer.

Event delivery

Our event partner is pie, who run bespoke guided rides. pie have over 20 years of event management experience. You can find out more about them at pieevents.co.uk



This is a fully guided ride, with groups being led by pie guides familiar with the terrain and who help all abilities complete the challenge.

If you require advice or support with your training, bike maintenance or what to pack, pie are there to help – just visit <https://www.pieevents.co.uk/advice> to see their FAQs or get in touch with Robert Brown if you would appreciate any further advice or would like to ask any specific questions.

What to expect

Mark Stevens first sailed with the Trust in 2009, after three years' intensive chemotherapy and radiotherapy for Acute Lymphoblastic Leukaemia. Ten years later, he completed the first Largs to Cowes Charity Cycle Challenge.

Mark said: *“Having the chance to undertake a physical challenge I knew would be both enjoyable and gruelling in equal measure was a once-in-a-lifetime opportunity for me.*

“There were almost too many stand-out moments to remember. It was such a wonderful way to travel the length of the country and experience the changing landscape from the saddle of a bicycle; it really allows you to breathe it all in and absorb the nature and geography.”



Strava Club

A link will be sent inviting riders to join our Strava page: **‘Largs to Cowes ‘Brighter Futures’ Cycle Challenge 2022’**.



This is a private group for riders who wish to share training progress, keep up to date with other core riders and information about the challenge.

Registered address:

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Registered Charity Number: 1096491

OSCR Registration No: SCO44013

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