WalkWise
Cotswolds’ Challenge
9 – 11 October 2020
Overview
Returning for 2020, is the increasingly popular WalkWise Cotswolds Challenge and we’re delighted to have you on Team Now. Unlike previous years though, we will be trekking the famous Cotswolds Way. Walking 22.5 miles over the Saturday and Sunday will allow you to explore the countryside that makes the area such a fantastic walking destination. Whilst the route is mostly flat and on good paths, no walking weekend would be complete without hills to climb. With only a few to tackle in this challenge, it will definitely be worth it for the panoramic views of meadows and leafy woodlands.

Ensuring you have a great place to rest and recuperate, the hotel is complete with swimming pool, leisure facilities and perhaps most importantly, comfortable, spacious beds.

Day 1 Saturday: The Cotswolds Way from Painswick to Seven Springs
Starting the weekend off on the right foot will have you climbing the stunning Painswick Hill. On a clear day, it is said Gloucester and Wales can be seen from the former Iron Age. Even if the weather isn't playing ball, you’ll be left feeling on top of the world. Continuing on to cover leafy woodlands, our route will feature many noteworthy highlights such as Coopers’ Hill, famed for its cheese-rolling tradition, an old Roman villa before climbing the steep Crickley Hill. After such an exhilarating walk, you'll start to make your way to the Seven Springs where we head back to the hotel for a hot meal and a well-earned rest.

Distance: 12.5 miles (20km), with 1800ft (580m) of ascent.

Day 2 Sunday: Limestone escarpments from Seven Springs to Cleeve Hill
Our final day exploring The Cotswolds Way is a busy one and begins with a trek across fields to rejoin the route where we left off yesterday. Taking in the sights of the vale of Cheltenham, you’ll climb Whistley Hill where an array of flora and wildlife will be on display. Descending through Dowdeswell Valley will allow you to experience a variety of terrain whilst setting you up to tackle the main climb of the day – Colgate Hill. Your efforts won’t be for nothing though as the views are unrivaled and second to none. As the day begins to draw to a close, the gradient softens, and we emerge onto the rolling hillsides of the final summit of the weekend. Cleeve Hill may be the highest point in Gloucester, rising to an impressive 330ft above sea level, but it’s famed for its botany and impressive geology allowing for the perfect picturesque finish to a fun filled weekend.

Distance: 10 miles (16km), with 900ft (290m)
Challenge Information

What’s included?
- 2 nights’ accommodation
- 2 breakfasts
- 2 picnic lunches
- 2 evening meals
- All transport to walks
- Professional walking guides

Accommodation
The Cheltenham-Gloucester Holiday Inn Hotel has all the facilities you would expect from a modern hotel and the bedrooms are furnished to a high standard. The hotel has a relaxing café-bar and a very comfortable lounge where you can catch up over a drink and a bite to eat. Should you have any excess energy, or just want to relax and unwind, its leisure club provides the ideal opportunity for this.

Directions
Road
From London, take the M4 towards Wales and leave at Jn 15 (Swindon). Pick up the A419 towards Swindon and Cirencester, which then turns into the A417, signed Gloucester. Follow the A417 to the M5 and head for the Midlands. Exit M5 at Junction 11 and take the A40 towards Gloucester. At Elbridge Court Roundabout take the A417 towards Cirencester. At the next roundabout, take the 2nd exit and the first left is the hotel carpark.

Rail
Gloucester rail station is 2.5 miles away, taxis are about £5.00

Weekend Itinerary
Friday Night
Arrive no later than 7.00pm for welcome drinks in the hotel bar where you’ll have the opportunity to meet your fellow walkers and guides. Dinner will be served at 8.00pm, followed by a briefing about the weekend ahead.

Saturday
Breakfast: 8.00am
Main Briefing: 9.00am in the Lounge
Leave by coach to the start of the Challenge: 9:15am
Picnic lunch
Three course dinner: 7.00pm

Sunday
Breakfast: 8.00am
Leave by coach: 9.00am
Picnic lunch
Finish approx. 3.00pm – 4.00pm

Optional extras:

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<tr>
<th>Additional night</th>
<th>Sun 11 - Mon 12 Oct</th>
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<tr>
<td></td>
<td>Dinner, Bed &amp; Breakfast</td>
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<tr>
<td></td>
<td>£59.00 per person in a twin</td>
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<td>£79.00 per person in a single</td>
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| Single room | £40pp supplement. |
Fundraising Information

We can’t thank you enough for signing up to raise life-saving money for Breast Cancer Now. We’re thrilled to have you on Team Now and we’ll be with you every step of the way to help you hit your fundraising goal. We know that fundraising can seem a bit daunting but with our help, we’re confident you’ll have no problem raising those vital funds.

Organising an event
Whether you want to hold an office sweepstake, plan a pink party or host your own Afternoon Tea, we have you everything you need to make your fundraiser successful. We can send out materials such as balloons and badges to help decorate your space and our website has lots of tips and guides to help you on your way.

Spread the word
Social media is all about engaging with people and sharing information, which makes it the best tool at your disposal. It’s a fast, free way to promote your event, and share your stories, news and successes. Publicising your fundraising in your local media is a great way to attract support, while raising awareness of our life saving research and support. Find your local papers contact details in your newspaper or online. Remember, it’s always worth following your press release up with a phone call. If you’re unsure on this or would like our help putting a press release together, do get in touch.

JustGiving
We know that not everyone has time to run an event and that’s why we would always recommend setting up a JustGiving page. Setting up an online fundraising page is quick and easy and it allows your friends, family and colleagues to sponsor you wherever they are. You can share your page on social media and keep everyone updated with your training and progress. Once you have finished fundraising JustGiving send us the money, so simple.

Making every pound count
When UK tax payers Gift Aid their contribution, the government will add 25% to the amount at no extra cost to them or you. Gift Aid makes a big difference, so please make sure your UK Tax-paying donors tick the Gift Aid box on your sponsor form. They must also include their full name and home address (including postcode). We can’t claim unless they do.

_matched funding
Lots of companies throughout the UK offer employees the chance to boost their fundraising efforts by ‘matching’ the money you raise. Each company has a different policy so it’s best to speak to your line manager or HR department.

Pay in your donations
Once you have finished fundraising, don’t forget to send us the money you have raised. We’ll be in touch after your walk on the different ways you can do this. If you have used JustGiving, they will send us your donations automatically, so you don’t need to worry.
Preparing for your challenge

Your essential kit list
- Walking boots
- Water bottle (minimum 1 litre)
- Rucksack with a plastic liner
- Waterproofs: jacket and trousers
- Warm hat
- Warm gloves \textit{(not leather)}
- Thick walking socks
- Base layer: \textit{(thin thermal or warm T-shirt, not to be cotton as it gets cold when wet)}
- Over layer: \textit{(warm sweater or fleece)}
- Extra layer: warm top for when cold (e.g. when stopped for lunch)
- Comfortable walking trousers (not jeans as they are too cold & heavy when wet)
- Personal Medication
- Smart casual clothes for the evening.

You may wish to bring
- Vacuum flask
- Medium size Tupperware container or plastic bag, to put picnic lunch in.
- Sit mat
- Sunglasses
- Lip salve
- Camera
- Personal first aid kit
- Trekking poles

In good weather and/or summer, you may also wish to bring
- Short trousers
- T - Shirts
- Sun hat
- Sun tan lotion

The Cotswolds Challenge is a physically demanding event as you will be walking in the hills for two days covering up to 12.5 miles. If you are not used to walking, or taking regular exercise, then we would recommend training. We can provide guides and tips on how best to do this so please let us know if you would like this.

Getting used to your boots
Simply walking around your home and going shopping in your boots will allow your feet to get used to them. This will help to prevent unnecessary blisters and pain but for the best protection, try to get out and walk for lengths of time and distance in them.

Useful Contact Information

Breast Cancer Now
Bespoke Events Team
Morag Smith at events@breastcancernow.org or on 0370 145 0101.

WalkWise
Gideon Wheater (Walking Guide) at holidays@walkwise.co.uk or on 0780 907 0257

Cheltenham Holiday Inn
Check in from 2.00pm
Contact information can be found on the hotel’s website.