WalkWise
Gower Coastal Challenge
17 – 19 July 2020
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Overview
As an Area of Outstanding Natural Beauty, the Gower Peninsula is home to some of the finest scenery in Britain and forms the backdrop to your walking weekend. Walking 22.5 miles over the weekend will allow you to experience a rich and varied environment from wild moors, to limestone cliffs to golden, sandy beaches which are truly breath-taking.

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

Day 1 Saturday: Rhossili, Worms Head, Port Evon Bay, Horton and Oxwich
It would be remiss to start a weekend in the Gower Peninsula anywhere other than Rhossili which is why you’ll have the coach drop you there ready to get trekking. Whilst the golden beaches and quaint village center of Rhossili are the attraction for many, you’ll be heading off to discover the impressive Worm’s Head. Marking the most Westerly tip of Gower, the Worms Head is shrouded in mystery and Viking legend and the route you trek adds to this with its smugglers’ caves, hidden bays and sandy coves. A pit stop in Port Evon for refreshments will set you up for the final walk of the day into Oxwich Point where an ice cream treat would be the perfect celebration for completing over 12 miles of walking.

Distance: 12.5 miles (19km) , with 1200 ft (390m) of ascent.

Day 2 Sunday: Oxwich, Three Cliffs Bay to Caswell Bay
Today, you’ll make the most of the good pathway and head through a nature reserve and shady woodland to see sights unique to the area before returning to the Three Cliffs Bay. Continuing on past the coast, this truly scenic walk will offer dramatic views of towering cliffs, craggy headland and contrasting peaceful sandy bays. Finishing the day at Caswell Bay allows for an opportunity to relax taking in the sea air, explore the town or to just savour the moment reflecting on everything you’ve accomplished over the weekend.

Distance: 10 miles (16km) , with 1,250 ft (400 m) of ascent.
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 Diplomat 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
Leave the M4 at junction 48 and take the A4138 towards Llanelli. (left turn). Turn right at 3rd roundabout (about 3 miles) taking the B4303 Exchange Row towards Dafen. At T junction turn left onto the A476 Farmers Row. After the Felinfoel Brewery and shops turn right into the Best Western Diplomat Hotel.

Rail
The nearest train station is about 5 minutes taxi ride away from the Diplomat Hotel.

Taxi
Llanelli Cabs 01554 741 888
Felinfoel Cars 01554 751 012

Weekend Itinerary
Friday Night
Arrive no later than 7pm 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 8pm, followed by a briefing about the weekend ahead.

Saturday
Breakfast: 8am
Main Briefing: 9am in the Lounge
Leave by coach to the start of the Challenge: 9:15am
Picnic lunch
Three course dinner: 7pm

Sunday
Breakfast: 8am
Leave by coach: 9am
Picnic lunch

Optional extras:

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<thead>
<tr>
<th>Additional night</th>
<th>Sun 19 - Mon 20 July</th>
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<tbody>
<tr>
<td></td>
<td>Dinner, Bed &amp; Breakfast</td>
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<tr>
<td></td>
<td>£70.00 per person in a twin</td>
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<td>£90.00 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. Whether you need posters, bunting or even games our website is a hub of fundraising downloads.

It’s important that your fundraising is safe and legal so there are a few things to consider, especially if you are organising a raffle. Check out our raffle guidelines to make sure your fundraising is compliant. If you’re unsure on anything, please do get in touch with the team at events@breastcancernow.org.

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.

£1 + gift aid it = £1.25p

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 *not leather*
- Thick walking socks
- Base layer: *thin thermal or warm T-shirt, not to be cotton as it gets cold when wet*
- Over layer: *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 Gower Coastal Challenge is a physically demanding event as you will be walking on a variety of terrain for two days covering up to 12.5 miles per day. 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

The Diplomat Hotel
Check in is available from 2.00pm onwards.
More information can be found on the hotel’s website here.