



MS Research and Relief Fund

"Supporting people affected by Multiple Sclerosis"

Charity No: 228634



Enjoy some of the best views and finest riding in the UK
Improve the lives of people affected by MS in North East

Over 3 days

Coast to Coast Bike Ride

17th - 19th May 2019

Challenge yourself, inspire everyone....
Cycle 130 miles of stunning British countryside
from Workington to Tynemouth across three days.

Event Booklet

To register your interest or for more information please contact

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Key Information

- Iconic cycle across the width of Britain
- Fully support and inclusive three day cycling trip
- 131 miles approx.
- Unique group experience
- Raise vital funds for people affected by MS in the North East
- Challenging but achievable with correct training and preparation.

Cost

£95 non-refundable registration fee to join the trip
£300 to cover the remaining trip cost, due 8 weeks before departure.

Financials

There is no fundraising target, raise whatever you can – but the suggested minimum is £500.

Inclusions

Trip is fully inclusive:

- Accommodation
- All meals, snacks and water
- Guides
- First Aiders
- Mechanics
- Support Vehicles
- Luggage Transfer between accommodations
- Coach Transfer to the start
- Fully supported by a dedicated MSRRF Fundraising team and a charity rep on the ride



Coast to Coast Ride Itinerary

A coach will transfer the team of riders and their bikes from our main centre in Morpeth to the starting point in Workington.

Day 1

Workington to Penrith
45 miles – 890m of climbing

After dipping your back wheel in the Irish Sea, you can only head east! The start to your opening day is a gentle introduction to your three day adventure; We set off along rolling off-road paths before joining quiet country roads and the first climbs of the trip. A stunning view of Bassenthwaite Lake, followed by an exhilarating descent which drops us into Keswick before heading out across the beautiful Eden Valley and on to the first night's stay in Penrith.

Day 2

Penrith to Edmundbyers
42 miles – 1650m of climbing

Now the serious riding starts! Soon after leaving Penrith, we tackle Hartside, the imposing climb loved by recreational cyclists as well as the pros. Your reward is a superb long freewheel all the way down to Alston before the climbing begins again. Over to Allendale, on to Stanhope, and the famous Crawleyside Bank, which is the final big challenge before you drop into beautiful Edmundbyers for a well earned rest!

Day 3

Edmundbyers to Tynemouth
40 miles – 555m of climbing

Suitably refreshed, the gentle final day will sooth your aching legs after the three days of climbing you have successfully conquered. The tranquil tree lined Derwent Walk is completely traffic free and passes the dramatic grounds of Gibside House before we enter the Tyne Valley. From Newcastle your final flat miles will hug the north shore of the Tyne before passing through the finishing port of North Shields and on to your final destination; the Priory castle at Tynemouth. Well Done! You have climbed over 3,000 vertical meters and ridden over 130 miles in three days!

Total 130 miles – Approx 3,100m of climbing.

The route may be subject to small changes, dependent on the group and weather conditions.



Fundraising

Top tips for guaranteed success

- Set up an online fundraising page, e.g. JustGiving
- Think about your local network (friends and family, work, sports clubs, a local pub) and think of ways in which you might fundraise within this network
- Speak to a MSRRF fundraiser and make a fundraising plan to help you meet your minimum target. They can provide branded fundraising materials.
- Stay positive, commit whole heartedly to the task in hand and have FUN!

Online Fundraising

Setting up a JustGiving page is the easiest and quickest way to spread the word to people that you're raising money. Visit www.justgiving.com/ms-researchandrelief and follow the instructions to set up your own fundraising page.

Why fundraise on JustGiving?

1. Friends can support you whenever, by donating securely on JustGiving or Facebook, and if you're in the UK, by text message.
2. Your fundraising story is unique. With photos, videos and text, you can tell it in your own way.
3. What you're doing is amazing and the money you raise will make a difference.

Top tips

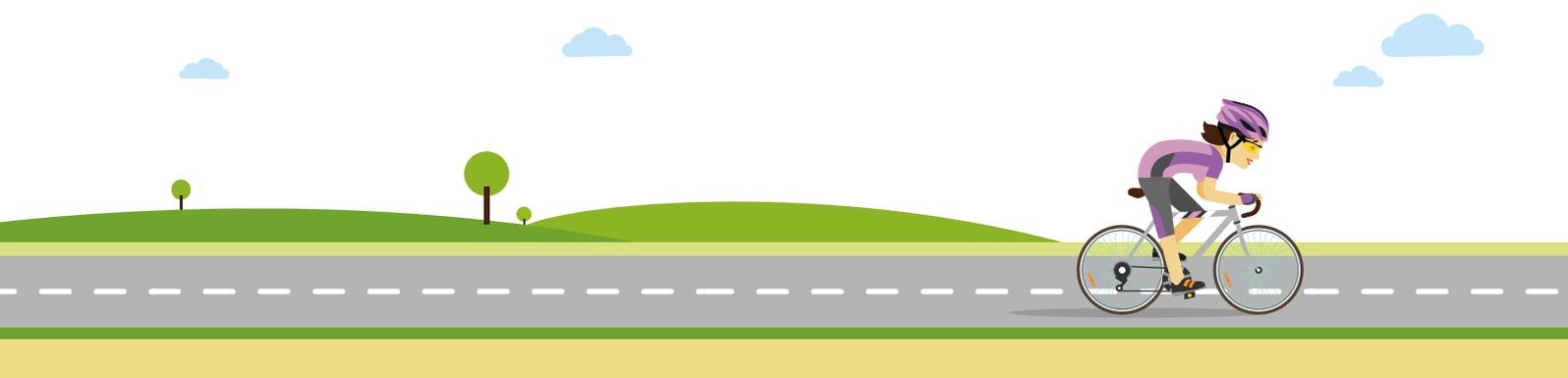
Set a fundraising target - JustGiving pages with a fundraising target raise 46% more money.

Add a photo - Whether it's a picture of your smiling face or an image of you caked in mud while out training for an event, research shows that pages with a picture tend to raise 33% more.

Ask friends to share your pages - friends who share your page are four times more likely to donate than those who don't.

Include offline donations - often people will choose to donate offline, via more traditional sponsorship forms. You can include these donations on your JustGiving page to show your true total!

For more ideas, help or advice, please don't hesitate to contact Hayley Lynn on 01670 505 829 or h.lynn@msrrf.org.uk.



On Your Bike

Below is a brief list of the necessary equipment needed to participate in our 2019 Coast to Coast.

- A fully functioning bike with basic flashing lights as a minimum
- A helmet
- Cycling backpack

For anyone considering taking on the Coast to Coast bike ride we recommend that you spend as much time on your bike as possible in the months before the ride and can ride confidently on hilly roads. The Coast to Coast has some significant climbs.

The charity and tour operator will organise a selection of group training rides to help you prepare.

The dates for the two training rides we will provide are:

- Friday 1st March 2pm
- Friday 26th April 2pm

Both rides will be leaving from our main centre in Morpeth – Benmar House, Choppington Rd, Morpeth, NE61 2HX.

If you are interested in the ride and are considering signing up, we can send you a further information booklet that will contain training advice and a fully detailed kit list.



It must be noted, the tour operator nor the charity are responsible for ensuring participants arrive in time for dinner at both accommodations, this will be down to the participants and the speed in which you cycle at. The tour operator has ensured that the largest window of time possible is provided in relation to breakfast and evening dinner serving times.

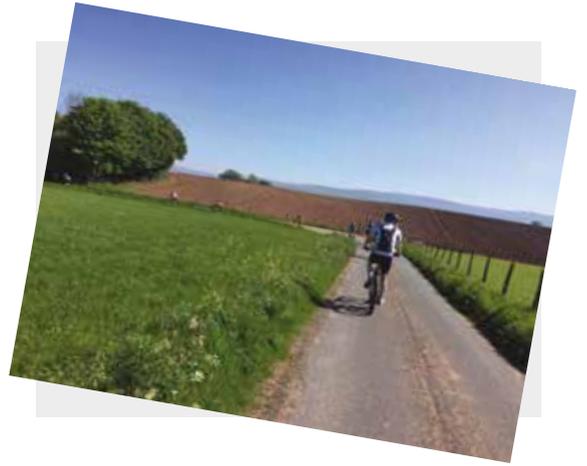
If at any point on the trip you find yourself fatigued, ill or incur an injury and are unable to complete the challenge, you will have to make your own arrangements to get home. However the tour operator will ensure that you reach the end destination for each day.



#TEAMMSRRF 2017



Coast to Coast



Feedback from MSRRF 2018 Coast to Coast

Support received by the charity

'Fantastic support on the ride and plenty of advice and support on fundraising beforehand. Impressive'

I felt there was a lot of support throughout the event, from the Friday departure which went smoothly through to the Sunday finish. It was also lovely to see additional charity members take time out to support the ride especially at the summit of Hartside..'

'The support was fantastic before, during and after the event.'

'Everything was great, with lots of communication.'

'Great communication. Superb enthusiasm A real sense of community. Very warm and genuine.'

Overall experience of trip and challenge

'Fantastic and challenging event, full of team spirit and amazing support.'

'Couldn't wait to get on the bike again after the Coast to Coast despite my sore legs. Made some new friends and the event was really well organised.'

'I realised this event could make a significant difference to many people who are affected by MS. Cycling on a borrowed bike for three days, with so many inspirational people and raising much needed funds for MSRRF, was an incredible journey from start to finish and all for a very important cause. I underestimated the positive benefits of cycling the C2C would have on me overall, so I'm now looking to get my own bike to continue cycling.'

'What a fantastic event! Whilst very challenging, the ride was well organised and great fun with an amazing group people, thank you!!'

'A fantastic experience which presents challenges in a number of ways, but ultimately very rewarding both personally and by raising much needed funding for the great work the charity does for people affected by MS.'

'Preparation is the key, to include long rides of 20miles with steep climbs, a few times a week. A Hybrid bike is ideal for this challenge, as there are a few off-road trails.'

'A wonderful experience. I felt at the end that we had all achieved something epic together and am delighted that the MSRRF will benefit from this.'

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