

LONDON TO BRIGHTON



PLACES LIMITED



SUNDAY 3 JULY 2022

Cycle 100km from London to Brighton on this iconic challenge and raise funds to fight women's cancers. Everyone's welcome – come join the party!

For more information and to register online:

<https://join.dream-challenges.com/event/london-to-brighton>

t: 01590 646410 e: events@dream-challenges.com

**BREAST
CANCER
NOW** The research
& care charity

Jo's cervical
cancer trust



ovarian
canceraction



THE LONDON TO BRIGHTON CYCLE CHALLENGE 2022

Rider's unite! the London to Brighton Cycle Challenge is back for 2022 and you can bet that it'll be bigger than ever.

Join us on Sunday 3rd July 2022 for a spectacular 100km bike ride from London to Brighton. Everyone knows someone affected by cancer and this is our chance to come together and show strength against it.

Following an expertly planned route from Crystal Palace to the Brighton Seafront, you'll get the best of South England and make a phenomenal difference for Breast Cancer Now, Ovarian Cancer Action and Jo's Cervical Cancer Trust as they recover from the blow of the pandemic.

Our perfected route will take you through city, town and countryside and finally to the sea. It's a challenging ride with several hills sprinkled along the way, but we'll set you up for success with a training plan, plus ample support and signposts throughout the cycle.

We'll welcome you across that finish line with an official London to Brighton Cycle Challenge 2022 medal and a sparkling celebration at the famous Brighton Seafront.

Now, it's time to kick back and enjoy the entertainment with your supporters and all the friends you've made along the way. From here, you'll make your own way home, ready to take on your next challenge!

WE ARE STRONGER TOGETHER

As you know, most of our Women V Cancer challenges are women-only, but our spectacular London to Brighton Cycle Challenge welcomes everyone!

After all, breast cancer is non-discriminatory, and ovarian and cervical cancers have a huge impact on the families and friends of the women it affects. So let's unite and cycle against it!

Places are limited in each start wave, so please register early to secure your place in your preferred wave.



WHY TAKE PART?

**BREAST
CANCER
NOW** The research
& care charity

Breast Cancer Now

We're Breast Cancer Now, the charity that's steered by world class research and powered by life-changing care. We're here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future.

We're that trusted friend that you turn to for caring support when you need it most. That expert authority on research who is making breakthroughs and driving forward progress. And that vehicle for change, acting now to make sure anyone affected by breast cancer gets the best possible treatment and care.

Thanks to the incredible support people like you taking part in Women V Cancer events, we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well.

www.breastcancernow.org

**Jo's cervical
cancer trust** 

Jo's Cervical Cancer Trust

Jo's Cervical Cancer Trust is the only UK charity dedicated to women affected by cervical cancer and cervical abnormalities. Three women die every day in the UK from cervical cancer with a further nine being diagnosed and facing an uncertain future.

We are there to offer support and information at every step of their journey while campaigning to ensure every woman has the best care possible.

www.jostrust.org.uk

**ovarian
cancer action**

Ovarian Cancer Action

Ovarian Cancer Action is on a mission to stop women dying from ovarian cancer. It is a disease that claims the life of another women in the UK every two hours.

We're here to champion the cause, fund the innovators in the labs who will find new treatments and bring people together to overcome a disease that strikes at the heart of what it means to be a woman. Let's take action and nail this disease once and for all. Join us. Fight with us. Act Now.

www.ovarian.org.uk

Help us raise
£250,000
for Breast Cancer
Now, Ovarian Cancer
Action and Jo's
Cervical Cancer
Trust.



FUNDRAISING

To take part in the Women V Cancer London to Brighton Cycle Challenge, we ask you to raise a minimum of £100 each for Women V Cancer. This can make a real difference for people affected by breast, ovarian and cervical cancers.

£150 would fund **Jo's "Ask the Expert" service** for a day, buy a bottle of serum for **Ovarian Cancer Action's scientists** to culture cells in the lab and enable **Breast Cancer Now to send out 500 leaflets** to doctor surgeries in the UK promoting breast checking and highlighting the symptoms of breast cancer, so that more women can catch it early before it spreads.

£500 will **educate over 1,000 women**, including those in high risk groups, about **ovarian and cervical cancers** and their symptoms, while funding one day's use of specialised microscopes for **research into how breast cancer develops** and spreads.

£1,000 could enable **OCA scientists** to detect the types of DNA at high risk of ovarian cancer and fund two specialist nurses on the **Breast Cancer Now Helpline** for a day, while also funding the recruitment and training of one volunteer for **Jo's helpline**, who will go on to support hundreds of women per year.

The more money you raise on this challenge, the higher percentage of that money will go directly towards the charities – and the bigger impact you will make in our mission against cancer.

JOIN THE 500 CLUB!

If you raise **£500 or more** by the 3rd June 2022 you will get a free 500 club cycling jersey. We are also offering an amazing prize to the top individual fundraiser of **£2,500** towards any Dream Challenges overseas event in 2022/2023.





YOUR QUESTIONS ANSWERED

WHAT DOES IT COST?

Registration fee: £45

Minimum sponsorship target: £100 (per rider)

IS THERE A FUNDRAISING DEADLINE?

We ask you to raise a minimum of £100 each for Women V Cancer and to pay in £25 of this at least one month before the event to show your commitment to the fundraising part of the challenge.

You will then have up until the big day on Sunday 3rd July, to reach your £100 target. If you don't reach it in time, please don't worry. Your fundraising page will remain live until three months after the event, so you can continue to fundraise once you've conquered the ride.

All the funds you raise on your London to Brighton Cycle Challenge 2022 participant fundraising page will go directly to Women V Cancer, so you don't need to do anything else.

If you collect any offline donations, please send them in within a couple of months after you complete the challenge. Please note that cheques can expire, so we encourage you to send them in sooner rather than later.

WHAT DO THE EVENT COSTS COVER?

The registration fee of £45 does not go to the Women V Cancer charities and is used to cover the administrative costs of the event and to pay Dream Challenges the organisers.

The event costs (approx 25 - 30% of the £100 sponsorship target) cover:

- Our start/finish venues.
- Expertly designed and fully signposted route from London to Brighton.
- Three Feed Stations en route, including a longer lunch stop at East Grinstead, with a variety of tasty refreshments, water and hot drinks (vegan and gluten-free options available).
- Your London to Brighton Cycle Challenge 2022 medal.
- Bicycle mechanics (both roaming and at the start/finish).
- First aid support (both roaming and at the start/finish).
- Control Room in operation throughout the event, with medical and route staff who can locate where you are for any non 999 emergencies and get you help as soon as possible.
- Bag drop and luggage transportation from the start venue to the finish venue.
- [Your London to Brighton Cycle Challenge 2022 resources](#), including training plan, sponsorship forms and Rider Pack, with your Rider Manual, Bike Number and Rider Number.

The more money raised by participants on the challenge, the higher the percentage of funds that directly support the work of the three charities. Check out the links to our seasonal and indoor fundraising ideas on [page 9!](#)



YOUR QUESTIONS ANSWERED

HOW DO I GET MY FUNDS TO WOMEN V CANCER?

You don't need to do anything, as it's all done automatically through your participant fundraising page, which you will be given as soon as you sign up for the challenge! If you have raised funds offline, please let us know by contacting events@dream-challenges.com.

[Please download your sponsorship form here for any fundraising you do offline.](#)

IS THERE A MINIMUM/MAXIMUM AGE LIMIT TO TAKE PART?

You must be at least 18 years old to take part in this challenge, unless given permission by Dream Challenges.

There is no maximum age limit. One of the amazing things about this event is that people of all ages and from all cycles of life will come together to do something very special for a vital cause.

16 and 17-year olds may participate if given permission by Dream Challenges. Please get in touch with us to discuss this. Simply email events@dream-challenges.com and we'll be happy to help.

HOW FIT DO I NEED TO BE?

The London to Brighton Cycle Challenge isn't designed for Olympic athletes. It's designed for people from all cycles of life looking for a challenge to train and get fit for.

Cycling 100km (approx. 62 miles) is a challenge, but it's definitely achievable with a reasonable amount of training.

A number of people who will take part in this exciting challenge will have a low fitness level when they sign up. Our event is the perfect motivation to train and get fit, whilst raising funds for three amazing charities.

We will email you a realistic training plan as soon as you register for the event. This training plan builds up over time, to get you from couch to 100km, so you'll be raring to go by the time the cycle comes around.

Can't wait?

[Click here to see the London to Brighton Cycle Challenge Training Plan](#)

WHAT TYPE OF BIKE SHOULD I USE?

The cycle route is all on road – therefore, we recommend using a road or hybrid bike. If you plan to use a mountain bike, we would advise fitting road tyres for the challenge. You are also more than welcome to use an electric bike.

We recommend that your bike is serviced before the challenge to minimise the chance of any mechanical problems.



YOUR QUESTIONS ANSWERED

HOW DO I GET THERE?

Our start venue, the Crystal Palace National Sports Centre, is well connected.

The address of the Sports Centre is:

Crystal Palace National Sports Centre

Ledrington Road
Crystal Palace
London
SE19 2BB

By bus: There are frequent bus services to and from the sports centre. You can catch the bus numbers: 3, 157, 122, 202, 227, 249, 322, 358, 363, 432 and 450, depending on where you are coming from in London.

By Train, tram and/or tube: The closest train stations to the sports centre are Crystal Palace and Penge West

If you plan to use public transport, please check the operator for bike restrictions. Useful links for this are:

[Transport for London \(TfL\) for London Underground, Overground and DLR](#)
[The Crystal Palace National Sports Centre website](#)

HOW CAN I GET BACK TO LONDON AFTER THE CHALLENGE?

We'll have coaches and bicycle transportation from Brighton to our start venue at the end of the challenge at an additional cost of £35. We will send all participants details, including times and how to book your place, in the lead-up to the challenge.

Brighton has fantastic public transport links but only a limited number of bikes will be allowed on board, so we strongly recommend you book a seat on our coach.

We will have another vehicle to transport all passenger bikes securely back to London - so remember to pick it up when you alight! (Your bicycle transportation is included in your coach ticket cost).

"Just a quick thank you to you and the team for the London to Brighton ride; it was a great challenge and really well organised with a great route and stops."
Michael Randall, London to Brighton Cycle Challenge 2021 participant

WHERE CAN I PARK?

Our start venue will be the easily accessible Crystal Palace National Sports Centre in South London.

If you plan to drive, there are limited free parking spaces at the Sports Centre and two public car parks very nearby, plus limited street parking. Why not car share? It's better for the environment, leaves more room for your awesome fellow riders and will also give you a chance to get to know participants in your local area on the way to the event.



YOUR QUESTIONS ANSWERED

The start venue address is:

Crystal Palace National Sports Centre
Ledrington Road
Crystal Palace
London
SE19 2BB

Please visit the [Crystal Palace National Sports Centre](#) website for more details.

PARKING AT THE FINISH

Our finish venue will be at Hove Lawns, a roomy lawn right just across the street from the beach. If you have supporters wanting to meet you and cheer you on as you cross our finish line in Brighton, they are more than welcome! The address is:

Hove Lawns 1
Hove Street
South, Hove, BN3 2WW

We will be right next to King Alfred's Car Park and there are several alternative nearby car parks you/your supports can choose from. Please note that spaces are limited and will incur a parking fee:

King Alfred's Car Park
(right next to Finish line):
Hove Street South
Hove BN3 2WW.
120 spaces

Norton Road Car Park
(10 – 15 min walk from finish line):
Norton Road
Hove, BN3 3BE
290 spaces

IS THERE ACCOMMODATION NEARBY?

There's lots of nearby accommodation near both our start and finish venues at a range of rates for you to choose from. Why not celebrate your incredible achievement by staying in Brighton for a mini-break?

We recommend you book your room as soon as possible to get a better rate and to make sure you have a free cancellation option or purchase insurance for your booking, in case you need to cancel your stay.

WHAT ABOUT INSURANCE?

We have public liability insurance. However, we cannot insure your bicycle on this challenge, so please make sure your bicycle is covered on your home contents insurance or that you take out a specialist bicycle cover.

WHAT ABOUT BICYCLE PROBLEMS?

There will be bike mechanics at the start of the challenge, at all of the Feed Stations and roaming mechanics along the route. We recommend servicing your bike before the challenge and that you bring a spare inner tube that is specific to your bike.



YOUR QUESTIONS ANSWERED

Please don't be worried about reaching the minimum sponsorship target. Once you get started and into the swing of it, it's easier than you think – and you'll even find it fun.

To help you get the ball rolling, we have loads of seasonal fundraising ideas to inspire you! Please click the links below to see our numerous blog posts on our Dream Journal:

- **Indoor training ideas**
- **Easter Fundraising Ideas**
- **Summer Fundraising Ideas**
- **Autumn Fundraising Ideas**
- **Christmas Fundraising Ideas**
- **Valentine's Fundraising Ideas**

It's also well worth getting a few ideas from your fellow **Women V Cancer supporters on Facebook**.

We regularly share posts from supporters tagging Women V Cancer in their fundraising events, such as masked balls, gin tasting and wine tasting evenings, fashion shows and more. Some amazing women taking on Women V Cancer Cycle Costa Rica 2019 even organised the Worcester Saucy Women Calendar to raise funds for the challenge, inspired by the Calendar Girls movie.

You can check out our blog post about it here – and who knows? You might want to give it a go for 2022!





CONDITIONS OF ENTRY

1. A non-refundable registration fee of £45 is required to take part in the London to Brighton Cycle Challenge 2022. In addition, we ask you to raise a minimum of £100 in sponsorship money and donations for the charities and more if you can.
2. Please ensure you fundraise/donate at least £25 (per person) towards your target by 3rd June in order to be confirmed on the event.
3. If you do not take up your place for any reason, you must inform Dream Challenges immediately. You must contact all of your sponsors to ask if they wish to make a donation or have their sponsorship money returned.
4. The good reputation of the charities is paramount. You must agree to act lawfully and follow the fundraising guidelines laid out by the organisers of the event.
5. Funds raised on the London to Brighton Cycle Challenge 2022 cannot be transferred to or from other Women V Cancer challenges.
6. You must wear a cycling helmet and have working bicycle lights for the duration of the challenge.
7. You must adhere to the Highway Code at all times.
8. You participate at your own risk and are responsible for your personal safety at all times. Dream Challenges or the charities cannot be responsible for any loss or damage however arising, or theft of your bicycle or for any injuries or illness that occur as a result of this event.
9. You participate at your own risk and are responsible for your personal safety at all times. Dream Challenges or the charities cannot be responsible for any loss or damage however arising, or theft of your bicycle or for any injuries or illness that occur as a result of this event.
10. If you decide to pull out of the event at any stage on the day of the challenge you will contact our event base immediately.
11. You must be at least 18 years old before Sunday 3rd July 2022 to take part in the London to Brighton Cycle Challenge 2022, unless given permission by the event organisers.
12. Dream Challenges may, at their sole discretion, withdraw places on the event or stop individuals cycling on the day of the challenge if they believe it is in the best interest of the charities to do so.
13. If the event is not able to go ahead because of a reason outside of the control of the event organiser, the event will be postponed to a later date. In this instance, the non-refundable deposit will be transferred to the new event date.
14. The protection of your personal data is extremely important to Dream Challenges and the Charities. Dream Challenges will only process your personal data in accordance with its [privacy policy](#).