



RIDE THE CHANGE

2022

RIDER PACK



Sponsored by:



Charity Partner:



Organised by:



BACKGROUND

Last year's Ride the Change to COP26, from London to Glasgow, was a BIG success!
175 riders completed the 500 mile cycle, raising 5,574 climate action pledges.

Building on this success, we're doing it again this year! This time the ride will be from South Wales to London, arriving in early November to hand the COP baton over to Egypt ahead of COP27.

RIDE THE CHANGE 2022

We're pulling together a group of bike-loving climate champions and influencers to join the ride, using the trip to raise action and awareness around positive climate solutions.

We're on the hunt for B Corps, responsible businesses and organisations to support us, ride with us and accelerate impactful climate action.

We'd love you to be involved too

WHY

Global GHG emissions must peak before 2025 if we are to limit warming to 1.5°C. **We need action now.**

Last November, we rode to COP26 in Glasgow, in declaration of the grave need for concerted, collaborative international climate action.

From these negotiations, emerged the Glasgow Breakthrough Agenda: ambitious commitments to dramatically accelerate the innovation and deployment of clean technologies in five key sectors of the economy – Power, Road Transport, Steel, Hydrogen, and Agriculture.

Now, Ride the Change is back for COP27, with these Breakthrough Areas as our linchpins.

This year we're not cycling to Egypt (although we did explore the possibility!).

Starting in Swansea, Wales, around 200 of us will cycle to London, via projects, businesses and organisations aligned with the Glasgow Breakthrough Agenda; gathering messages, uncovering stories and collecting demands from communities across England and Wales, to give to national policymakers to take to COP27, Egypt on November 5th.

Join us!

OUR GOALS

1. To empower a community of climate champions

Ride the Change will equip riders with the tools to drive substantial change within communities and workplaces.

- a. **Experience** first-hand the impact you can inspire, through asking for support through Do Nation's simple and impactful climate action pledges – things like cycling to work, wasting less food, or switching banks
- b. **Educate and inform** about climate projects and solutions across the country, through talks, films, and shared meals each evening of the ride, as well as pit stops en-route.
- c. **Connect and unite a** community of people who share a passion for climate action, building strong relationships through the shared experience of the ride.

2. To inform policy makers in the UK and at COP27

By sharing powerful impact stories, data, and lessons from the ride through targeted PR and social media.



THE PLAN

Dates: Nov 2-5, 2022

Days: 4

Start: Swansea, Wales

Finish: Westminster, London

Route stops:

Day one: Swansea to Newport

Day two: Newport to Bath

Day three: Bath to Newbury

Day four: Newbury to London

Distance: 225 miles+-

Expected riders: 200 (including 50 full trip riders, and 150 day trippers)

Pricing to Participate:

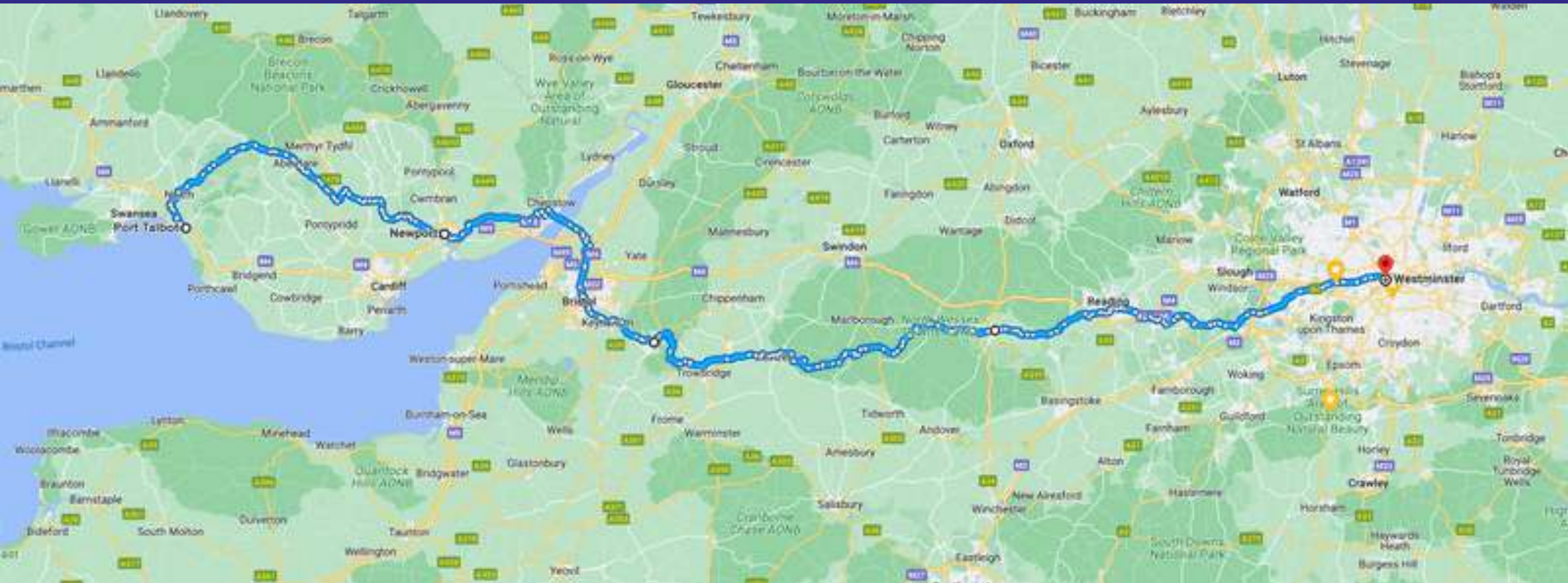
1x corporate entry: £1,000 + £295/rider

Price for individual full trip: £250 Early Bird [available for first 50 sign-ups], £295 Full Price

Price for day trippers: £75/day Early Bird [available for first 50 sign-ups], £90 Full Price



ROUTE OVERVIEW



We've combed through Google and maps of the National Cycle Network, combined it with our first hand experience of running countless UK cycling tours and altered our route, ever so slightly, for the better.

Our route takes 4 days, avoids major urban centres (and therefore hours of cycling through suburbia and getting lost on roundabouts), takes in pretty UK towns and smaller cities and winds through quiet lanes through AONBs and rural landscapes wherever possible

Total distance: 225 miles (ish)

Total time in the saddle: 25 hours

Avg distance per day: 55 miles

Avg time in the saddle: 6 hours/day

Road surface: Tarmac lanes (National Cycle Route where possible).

Link: <https://goo.gl/maps/bv3J5z1d1RL3jvyA9>

DAY 1: SWANSEA - NEWPORT (2 NOV)

Approx Miles: 60

Approx time on the saddle: 5-6 hours

Highlights:

- Starting at Mumbles Sea Hive Project with a welcome talk and site visit
- Beautiful scenic route taking in Brecon Beacons
- Roll into Newport for an evening network and supper club with Welsh hosts.



Day 1 GPX route: coming soon.



EVENING EVENT!



BRECONS

DAY 2: NEWPORT - BATH (3 NOV)

Approx Miles: 50

Approx time on the saddle: 4-5 hours

Highlights:

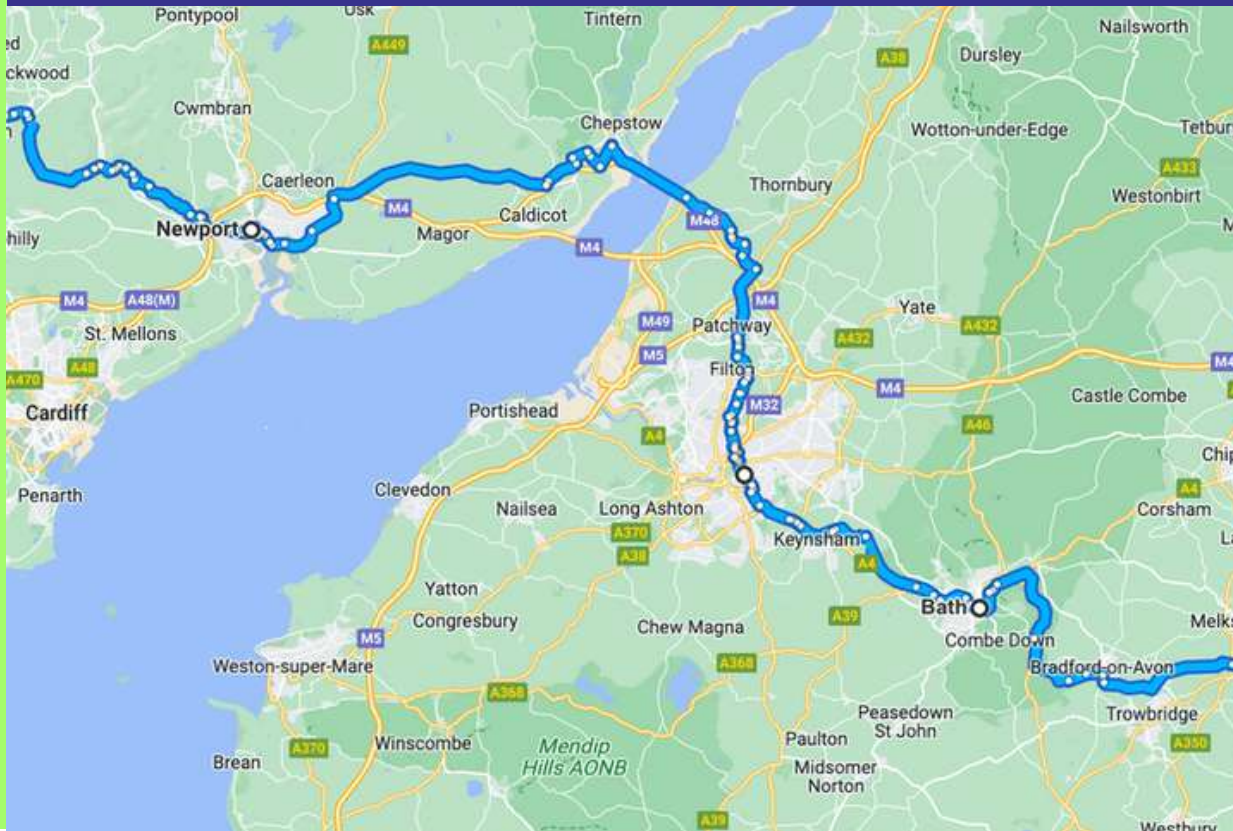
- Ride across the Severn Estuary
- Lunch in Bristol and event with local partners
- Evening event and tour of Bath's baths and cycling soap box!



Day 2 GPX route: coming soon.



EVENING EVENT!



ROMAN BATHS

DAY 3: BATH TO NEWBURY (4 NOV)

Approx Miles: 60

Approx time on the saddle: 5-6 hours

Highlights:

- Scenic ride along canals and through lock systems to Newbury
- Adventure Uncovered Film Screening on arrival with interviews and talks from filmmakers
- Evening drinks in a local pub!



Day 3 GPX route: coming soon.



EVENING EVENT...

ADVENTURE
UNCOVERED
FILM FESTIVAL

DAY 4: NEWBURY - LONDON (5 NOV)

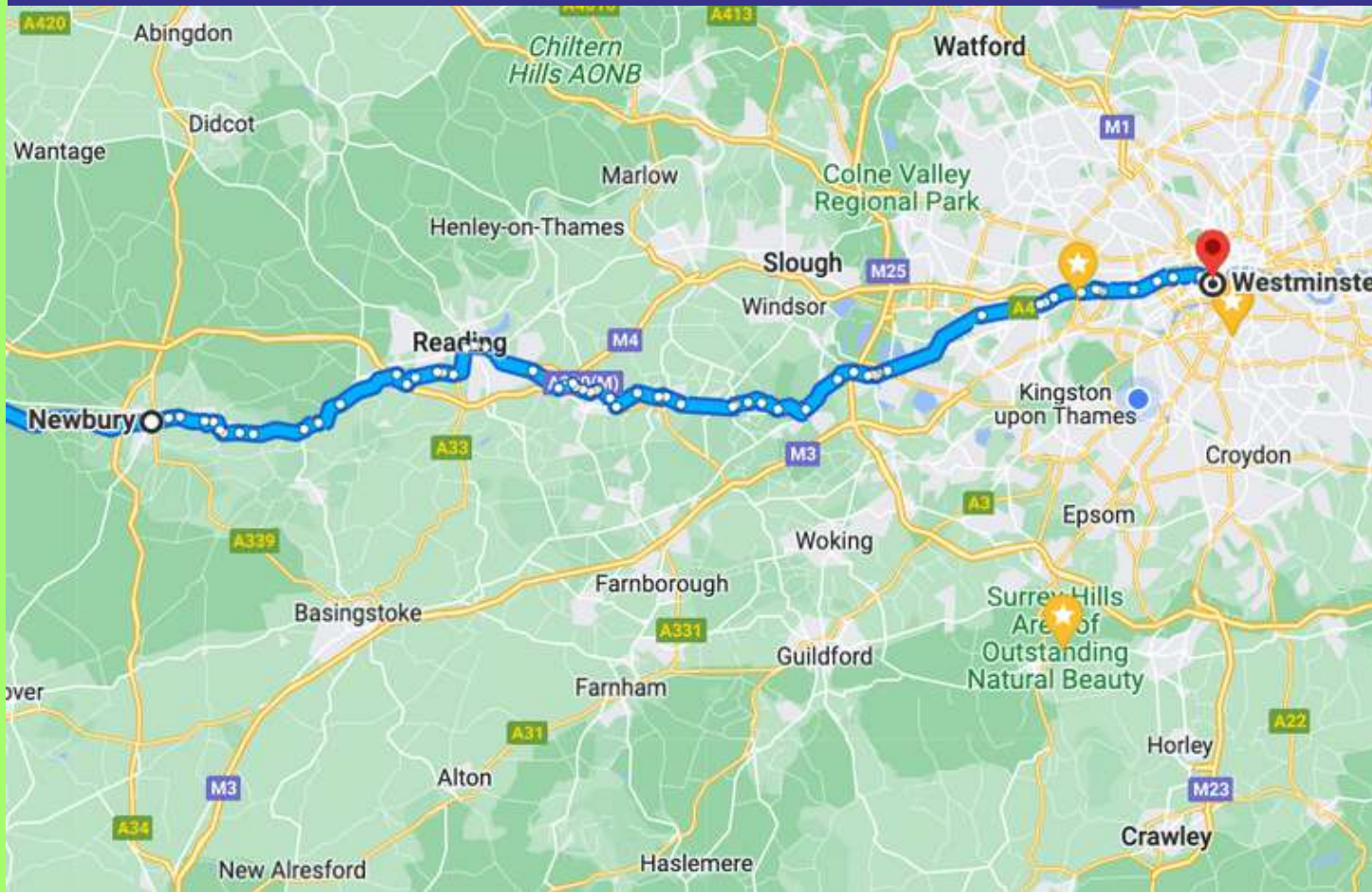
Approx Miles: 63

Approx time on the saddle: 6 hours

Highlights: Arrival party in Central London, venue TBC.



Day 4 GPX route: coming soon.



Cycling soapbox back for 2022!



ACTIVITIES & EVENTS OFF THE SADDLE...

Sustainable Supper Club - NEW for 2022!

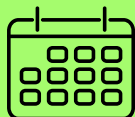


Stop offs and visits to: power, steel and industry, agriculture, transport and hydrogen projects...

A DAY IN THE LIFE OF A COP27 RIDER...

[subject to change depending on how early you like to get up 😊]

- 07:00** Wake up in your lodgings (organised by you)
- 07:30** Breakfast and pack up
- 8:00** Drop bags at central town location (Brake the Cycle will carry this to our day's end point)
- 9:00**
- 9:00** Roll along lovely lanes through UK countryside with fellow riders
- 13:00**
- 12:00** Lunch at a pitstop organised by Brake the Cycle (lunch is included with various vegan and GF options)
- 15:00**
- 16:00** **Arrive at the days finishing point, collect bags and head to accommodation**
- 18:00**
- 19:00** Dinner and evening networking and events organised by Brake the Cycle and Adventure Uncovered (e.g film festival, supper clubs, cycling soap box, workshops).



WHAT'S INCLUDED / NOT INCLUDED?

INCLUDED:

- Beautiful routes via GPX
- Bag collection and drop off each day (drop your bags each morning to our central town drop off point and we'll see you at the other end - cycle bag free!)
- Lunch each day
- Bike assistance
- A support vehicle (just in case!)
- Evening events on some nights (TBC)
- A Do Nation pledge page to gather climate action pledges
- Good vibes and fun (guaranteed).
- Goodies! (Special discount codes from various brands and partners!)

NOT INCLUDED:

- Accommodation
- Breakfast & Dinner (apart from evening events!)
- Travel to and from starting point each day
- Bike and bike kit!

WHAT DO YOU NEED EACH DAY ON THE BIKE?

Bike stuff

- PLENTY of Food and drink each day. Take various energy bars, flapjacks, sandwiches, bananas etc and two filled water bottles. We suggest stopping for additional cakes, sandwiches etc etc keep fuelled!
- Bike, helmet, lights, lock. It's going to be dark in the mornings and evenings so make sure you've got good lights on the front and back of your bike.
- x2 inner tubes and pump, a multi-tool and tyre levers
- A way to carry the route for navigation (garmin or just a smartphone is fine) + battery pack in case it runs out!

Clothing on the bike

- High-vis is strongly recommended. It's going to be dark and getting darker.
- Padded cycling leggings or shorts (for the very brave)
- Trainers or cycling shoes + warm socks
- Raincoat
- Warm layers
- Gloves & buff/hat for those cold crisp early mornings

Extras

- More Snacks and water!
- Small bike bag (not essential)
- Phone & charger
- Money



Raise action not cash

We're not asking anyone to fundraise for the cycle. Instead, we're asking you to raise support through simple climate action pledges.

Connection

Meet awesome like-minded folk with a passion for sustainability and the great outdoors, you'll never forget the conversations!

Be heard!

We live in unprecedented times. Climate change is the most important issue of our day. Let the world know it's time to act.



WHY CYCLE TO LONDON?

Explore new places

Adventure through the UK getting to know its lost lanes and hidden gems



Build Knowledge

On route to COP27, learn about sustainability solutions that you can take back to your workplace and communities back home

Physical / mental wellbeing

Challenge your body physically. Expand your mind through debates and discussions on the road

HOW DO I GET INVOLVED?

2 WAYS!

1. As an individual
2. Part of a team

BENEFITS OF SIGNING UP AS A TEAM:

Ride the Change is a fun, rewarding, fantastic team bonding ride that increases climate engagement.

As an organisation, you can send a group of cyclists, for all or part of the trip. Every rider who cycles for a day or more will have a personal climate action page on the Do Nation platform, where they can encourage colleagues, friends and families to support them with (non-financial) climate action pledges along the way.

All corporate teams will also have their own leaderboard that pulls together all their team members collective impact, while inspiring some friendly competition to maximise pledges.

Corporate team packages include a bespoke impact report after the ride showing the impact of climate pledges made in support of your riders, so you can shout proudly about all that your team have achieved. You'll also have the option of having your business listed in ride materials and press releases, and we'll provide you with a comms pack including ride photos and videos.



WHAT WAS PLEDGED IN 2021?

[READ THE FULL REPORT](#)

Riders asked for support in the form of climate action pledges instead of cash.
Here's the impact they raised together:

2144 SUPPORTERS

5,574 TOTAL PLEDGES

277 TONNES TOTAL CO2 PLEDGED

481 TONNES TOTAL WASTE PLEDGED

9.7 MILLION LITRES TOTAL WATER PLEDGED



TOP WASTE SAVING DO ACTION

CLOTHES CALL

475 TONNES



TOP WATER SAVING DO ACTION

PASSION FASSION

5,574 LITRES

As much carbon as
2,809
flights from London
to Glasgow

As much carbon as
596
car trips from London
to the North Pole

As much meat as
5,517
chickens saved through
Veg Out

As much waste as
7,356
wheelie bins

5,517
disposable cups avoided
through You Mug



FAQs

DO I HAVE TO CARRY EVERYTHING?

No! The Brake the Cycle vans will carry all your luggage (well, one bag each!) leaving you to cycle bag free each day. The bag collection point is our final destination each day. **You have one bag.**

WHERE DO I STAY?

We all stay in town! We've chosen towns which are relatively small, yet with lots of accommodation options.

Alternatively, there's lots of B&Bs, AirBnBs, Youth Hostels etc. so get googling!



WHERE DO WE START?

On day one we start in Swansea, at The Mumbles Sea Hive Project where our Welsh friends at Swansea University will give us a tour and a talk of the brilliant biodiversity enrichment project there. On the days that follow we'll start from a central town location (exact location TBC) and set off from 8 am! You can drop bags until 9am so up to you how early you want to set off! These locations are where you'll drop your bags with us, put on your helmet and head off along the route!

WHERE DO WE FINISH?

Bag collection will be at the final destination in a central town location.

Your GPX route will bring you directly to this location and we'll also be at hand to communicate with you should you need extra info.





WHAT ABOUT FOOD?

Lunch is provided each day and will be catered at a cafe along the route. All food will be vegan and vegetarian and we'll cater for dietary requirements. Expect hot soups, salads, sandwiches and fruit. Even if you sort your own lunch out you **must come through this lunch stop** as it doubles up as our check in point!

Breakfast and dinner is your own responsibility although we'll signpost places for dinner in some towns!

WHAT HAPPENS IF SOMETHING GOES WRONG?

Each day, the Brake the Cycle Team will be providing support on the road with support vehicles. Bike maintenance and navigation is your responsibility but we're a friendly supportive crowd and we'll be there to help you out as much as we can.

Any general questions send us an email at cycle@adventureuncovered.com

Emergency number for serious mechanical problems or medical issues will be provided.

We'll be in regular contact with you via email and WhatsApp each day.



WILL I BE FIT ENOUGH?

Average distance a day is 65 miles. This is about 5-6 hours in the saddle if you go steady. We've deliberately extended the number of days we take to ride in order to make the daily distance manageable. The longest day we do is 65 miles.

Of course we suggest you do some training. Even just getting out twice a week for two hours or so makes all the difference. We also suggest you've ridden at least 50 miles in a day before you join, with breaks of course!

WHAT IF I GET LOST?

Navigation is your responsibility but we'll be at hand to help you out. We'll also be asking everyone to turn on a bike tracking app so we can see where all our riders are at any time and in addition, will be checking people into the check in point at lunch.

WHAT BIKE DO I NEED?

We are not bike snobs :) Any and all bikes are welcome. We're a diverse bunch and have taken groups on tandems, electric bikes and foldable bikes. We suggest touring, hybrid or road bikes for this one, but anything you feel comfortable on. The lighter the bike the easier it is and you won't be carrying stuff in your panniers.

DO I NEED LOTS OF KIT?

Nope! Just a way to navigate and some basic bike bits (see 'what do I need to bring section'). You have to have a helmet and lights, but the rest is up to you! We'll be carrying your bags with your evening clothing and stuff so just whatever you normally take for a day in the saddle.



WHAT HAPPENS EACH DAY?

See 'A day in the life of a COP26 Rider' - page 13.

WHAT HAPPENS IN THE EVENING?

In the evening it's up to you! Three nights of the week we'll be arranging evening events with a talk, a film and some food available (though not included). Apart from that, it's your time to chill out, mosey the town, meet up with new friends, have a beer or two and get fuelled!





WHAT HAPPENS WHEN WE ARRIVE?

We're just planning that! We're speaking to partners and hosts about the arrival party... watch this space!

We'll find a central venue somewhere warm, cosy with plenty of food and drink to celebrate our arrival.

HOW WILL I MEET PEOPLE?

Each morning all the crew will be at the bag drop off location in central town. This might be a leisure center, community hall or a cafe. We'll let you know in good time! You'll see fellow riders on the road and on the lunch spots and at the finishing location too.

Most of us will be staying in Premier Inns so there'll be plenty of options for meet-ups!





"I'm not even going to disguise how happy I am to have completed Ride the Change, special thanks to Brake the Cycle, Do Nation etc."

**Chris Cayley, Cyan Partners
(2021 & 2022 Sponsor)**



"5,000+ pledges towards climate action, amazing scenes, and even better people. What an experience, well done Team AECOM!"

**Michael Leslie, AECOM
(2021 Sponsor)**

"Thanks Do Nation and Adventure Uncovered for planning this ride with purpose and raising awareness through climate pledges."

**Vanessa Maire, Unilever
(2021 Corporate Team)**





SOME OF LAST YEAR'S GROUPS...

BROMPTON

Unilever

Abel & Cole
Easy Organic Everything

CarbonCapture™

ARUP

Green Party

SEISMIC

CRA Charles River
Associates

NHS

pod POINT

Anthesis

AECOM

Sponsor Opportunities

We're on the look out for sponsors to help us run events and amplify our climate message.

We're pulling together a group of bike-loving climate champions and influencers to join the ride, using the trip to raise action and awareness around positive climate solutions.

We're on the hunt for B Corps, responsible businesses and organisations to support us, amplify these messages and accelerate impactful climate action.

We'd love you to be involved too

There are many ways to get involved and showcase your organisation, just click on the button to the right to find out more!



[Download Sponsor Pack](#)



WHO'S ORGANISING THIS?

Led by: Do Nation

Born out of a love of crazy cycle challenges when our founder cycled from London to Morocco in 2009. Instead of asking friends to support her by donating cash, Hermione asked for action - and together her friends' actions saved as much carbon as 84 flights from London to Morocco.

Since then, Do Nation's team has been working tirelessly to build an online platform that anyone can use to raise climate action pledges - things like cycling to work, wasting less food, or switching to a renewable energy provider.

Our goal is to drive lasting behaviour change and to show the world how small actions can add up to make a big difference.

In 2015, we organised a cycle ride to COP21 in Paris, and so when it was announced that COP26 would be held in Glasgow, we jumped at the chance to get back on the bikes.



Organised by: Brake the Cycle

Brake the Cycle is the UK's sustainability-focused cycle tour company. Over the last decade, they've taken hundreds of people all over the UK and Europe visiting sustainable and environmental initiatives. They'll be taking care of the logistics for the ride, ensuring all you have to do is pedal. Brake the Cycle is a brand of Adventure Uncovered.



Charity Partner

Possible (formally 10:10) are our charity partner, and their mission is clear: to inspire climate action.

They'll be linking us up with some great community climate projects as we make our way up the country, and will be making sure the ride makes a big splash - getting attention of leaders and influencers in the build up to COP27.

The logo for Possible, featuring the word "Possible." in white, bold, sans-serif font on a dark red, textured rectangular background.

Content & Media Partner:

Adventure Uncovered's purpose is to influence social and environmental change through responsible adventure, inspiring and motivating outdoor enthusiasts to take positive action towards the health of people and planet.

Brake the Cycle merged with Adventure Uncovered in 2020 and will add content services to the ride, pre, during and after, including articles, film(s) and photography.

The logo for Adventure Uncovered, featuring a stylized white mountain peak icon to the left of the text "ADVENTURE UNCOVERED" in bold, black, sans-serif font.

PR Partner:

TBC

**Contact us if interested,
or offer a recommendation**



**EVENT
PARTNERS**



RIDE THE CHANGE 2022



Contact: cycle@adventureuncovered.com

