

# RIDE THE COP26 CHANGE



CYCLE TO COP26 | 24-31 OCTOBER, 2021

7 days | 475+- miles

HEADLINE SPONSOR

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Easy Organic Everything

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**DoNation**

**Possible.**

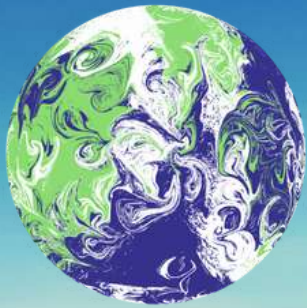
**ARUP**

**BRAKE THE  
CHANGE**

**ADVENTURE  
UNCOVERED**







**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2020**

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# 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 new route takes 7.25 days (more below), with shorter 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.

We're excited, so you should be too

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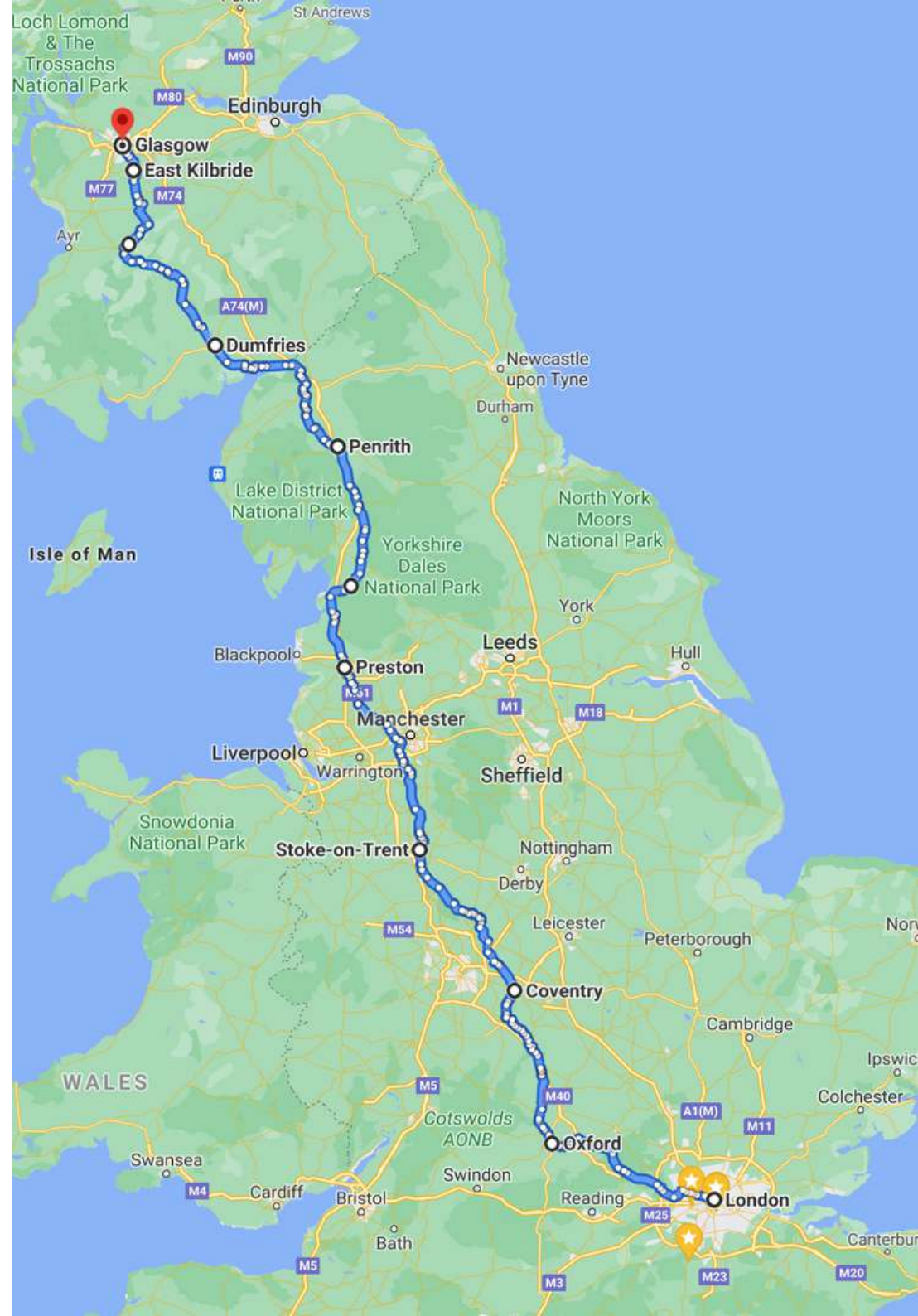
**Total distance:** 475 miles (ish)

**Total time in the saddle:** 45 hours

**Avg distance per day:** 65 miles

**Avg time in the saddle:** 6 hours

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



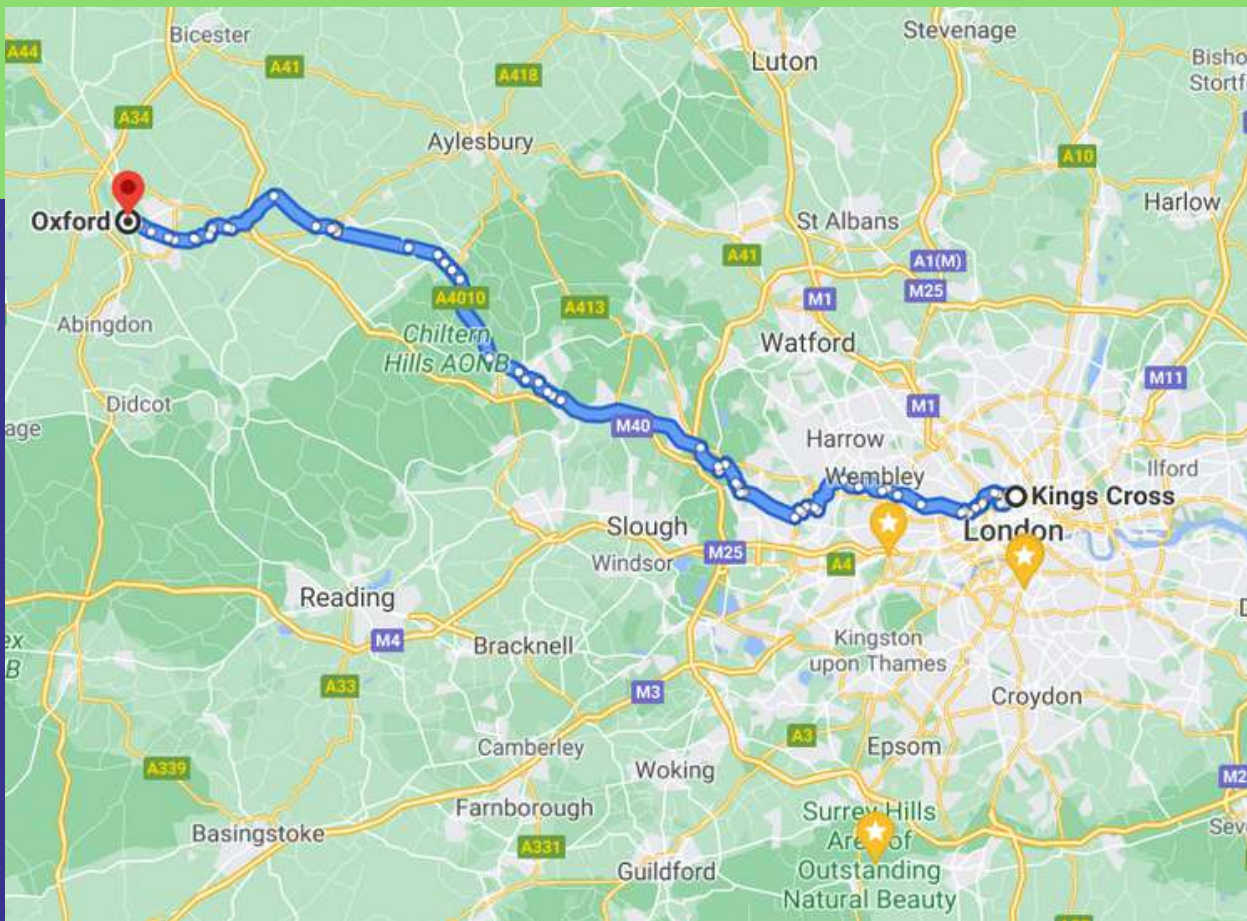
# DAY 1: LONDON TO OXFORD - 24 OCT

**Approx Miles:** 66

**Approx time in the saddle:** 6 hours

**Summary:** We start at London Kings Cross at 9am, heading North West through High Wycombe into Buckingham, rolling through the Chilterns AONB, through the Phoenix Trail into Oxford, where we'll end the day at the Bridge of Sighs.

**+ EVENING EVENT!**



THE PHOENIX TRAIL



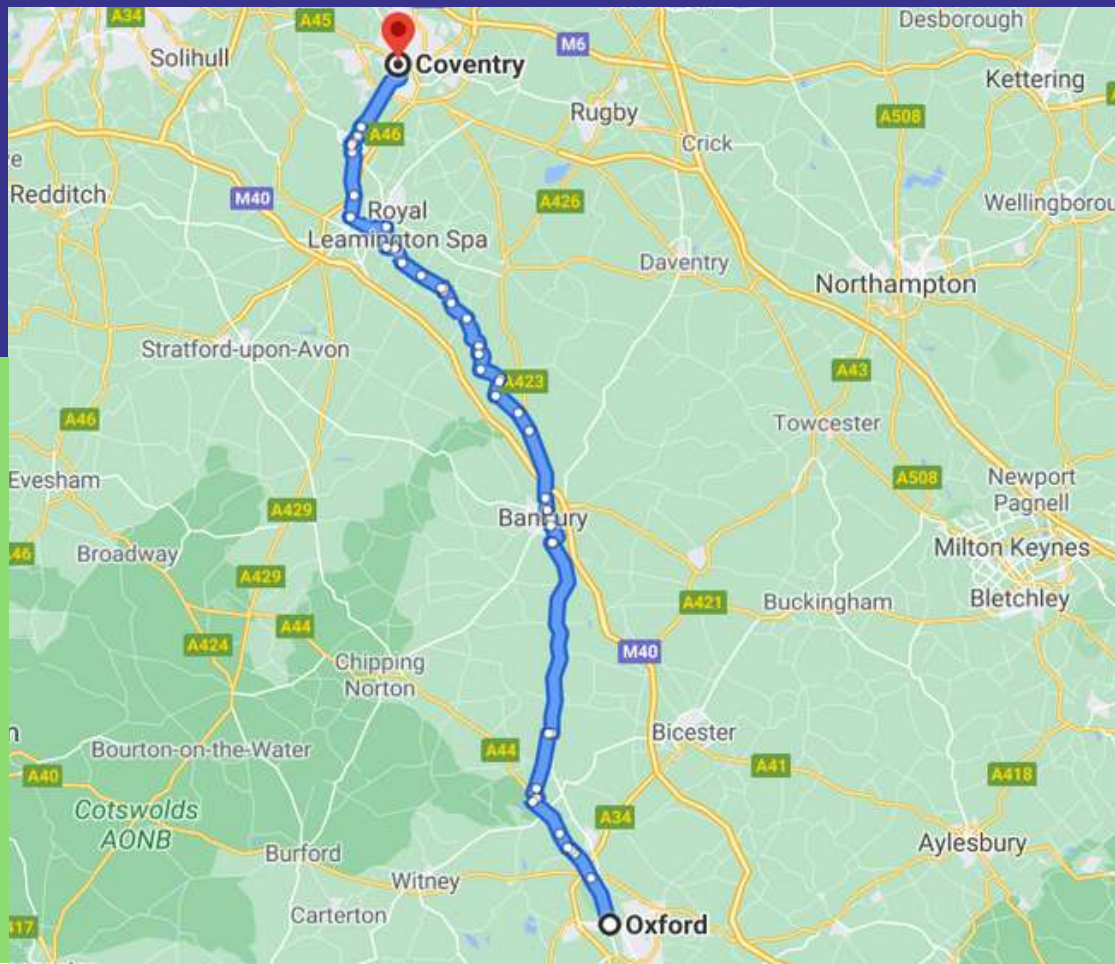
# DAY 2: OXFORD TO COVENTRY - 25 OCT

**Approx Miles:** 56

**Approx time in the saddle:** 5.5 hours

**Summary:** Continuing North out of Oxfordshire we skim the cotswolds and head into Warwickshire to Coventry, Capital of Culture 2021 where we likely celebrate with an evening event.

**+ EVENING EVENT!**

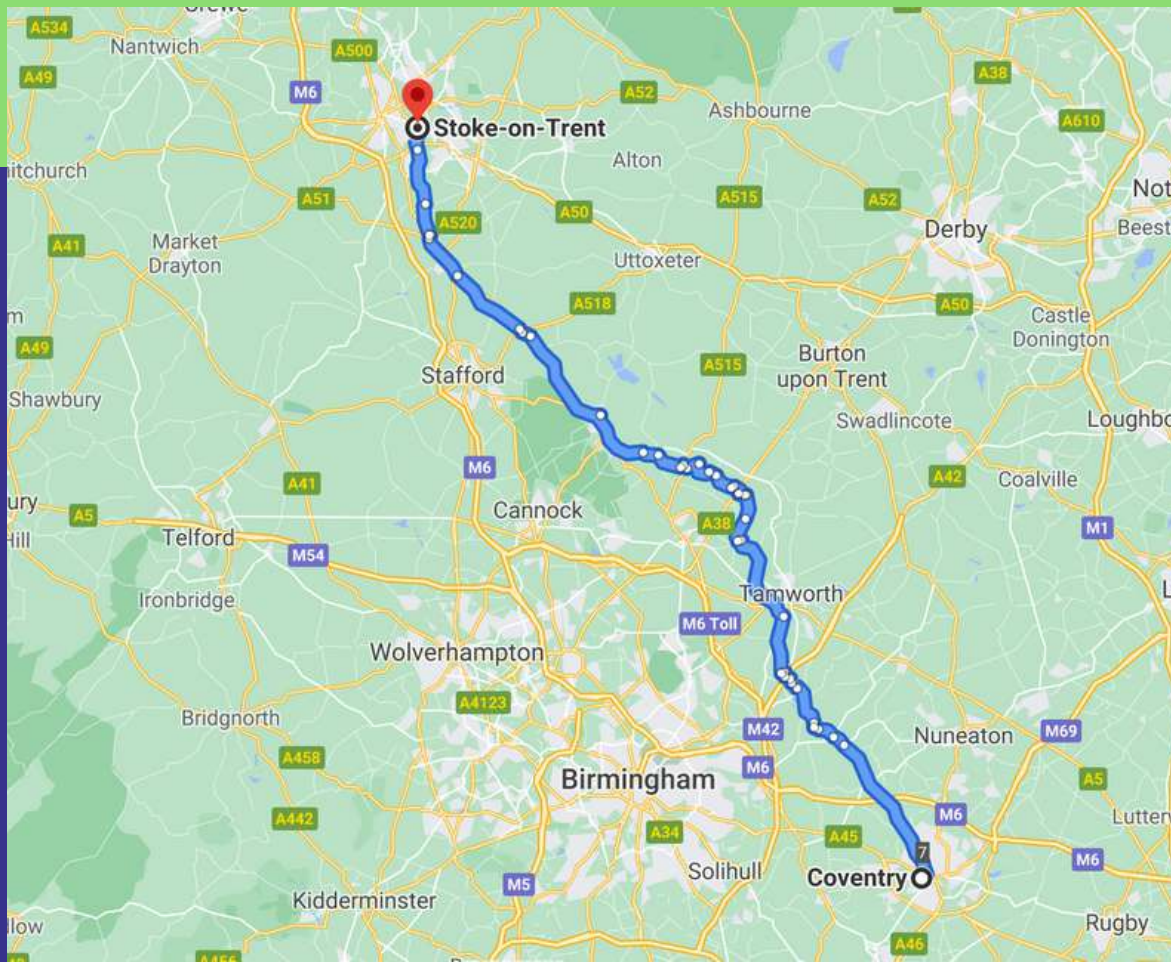


# DAY 3: COVENTRY TO STOKE ON TRENT - 26 OCT

**Approx Miles** 65

**Approx time in the saddle:** 6 hours

**Summary:** From Coventry we wave across to our Brummy Neighbours, and take a northerly line east of Birmingham, cutting through Tamworth and into the Cannock Chase AONB arriving into Stoke on Trent.. we're getting North!



CANNOCK CHASE AONB



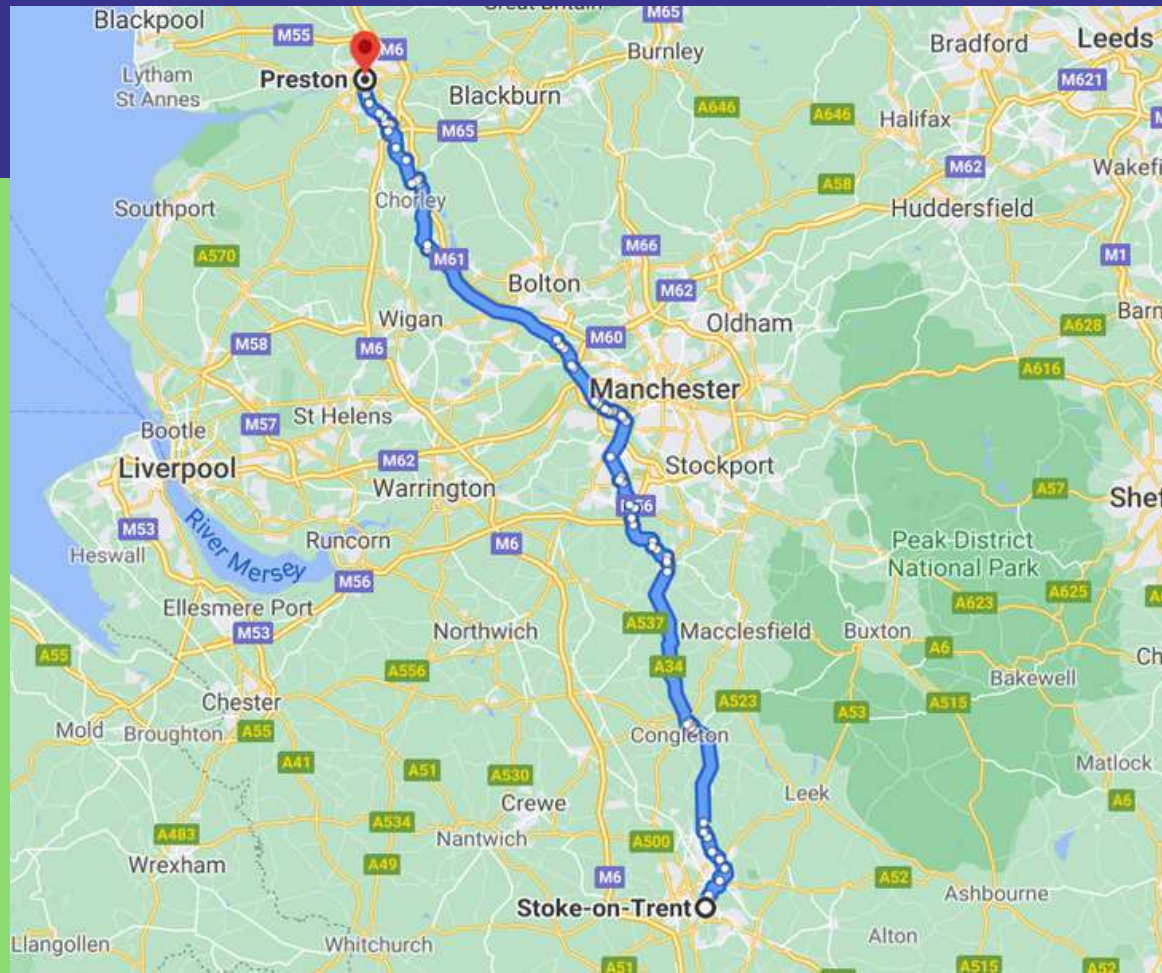


# DAY 4: STOKE ON TRENT TO PRESTON - 27 OCT

**Approx Miles:** 70

**Approx time in the saddle:** 6.5 hours

**Summary:** This is the North! Today we move through the heart of the North West, from Stoke we hit Congleton, Alderley Edge, bypassing Manchester to the West through Chorley and into Preston.



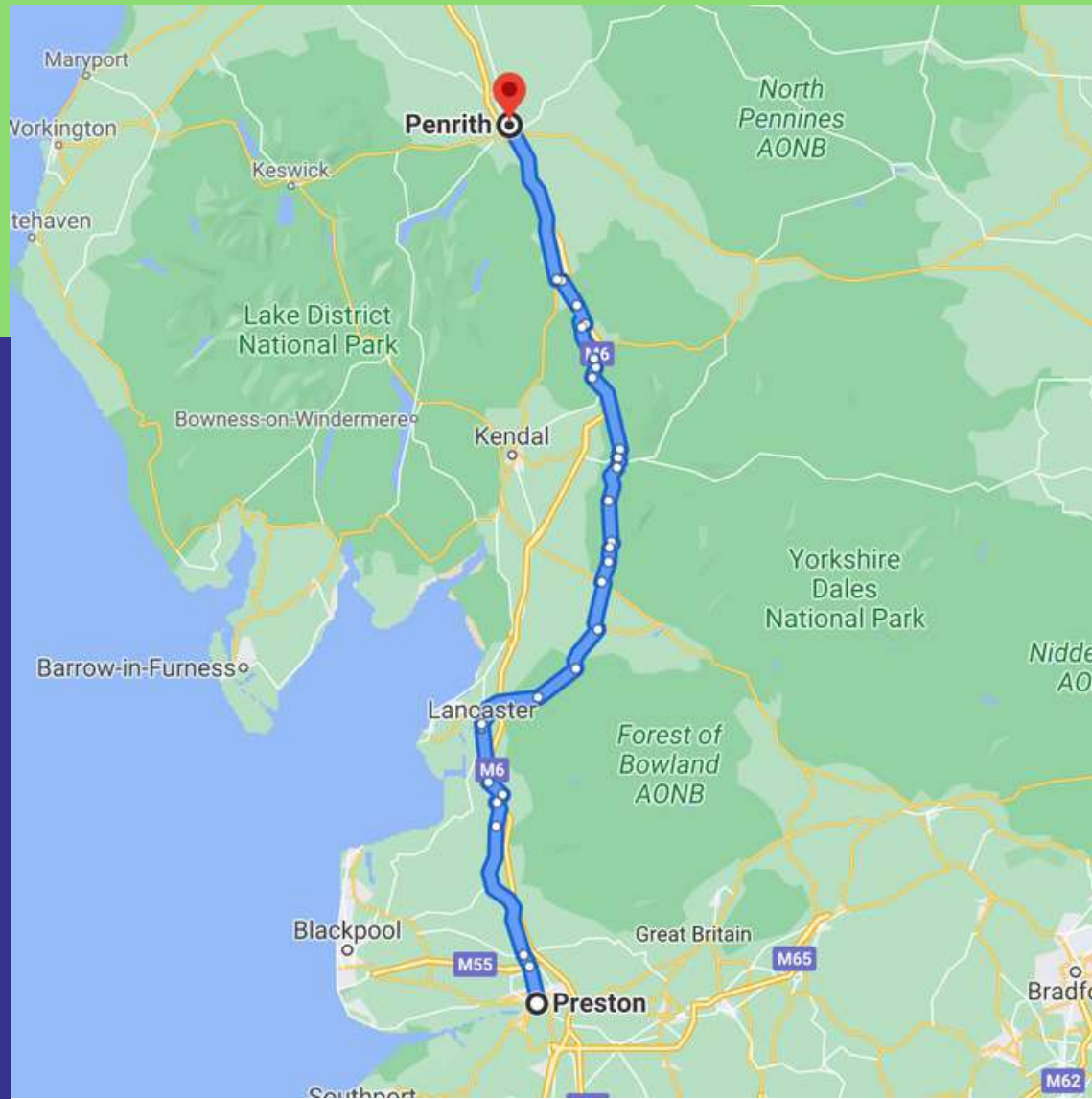
# DAY 5: PRESTON TO PENRITH - 28 OCT

**Approx Miles:** 76

**Approx time in the saddle:** 7 hours

## Summary:

This is where the real riding begins. We cycle north through Lancashire and cut east to follow the River Lune through North Yorkshire, passing Kirkby Lonsdale, Tebay and Shap as we reach the beautiful Lake District and roll into Penrith for the evening.



## EVENING EVENT...

**ADVENTURE  
UNCOVERED  
FILM FESTIVAL**

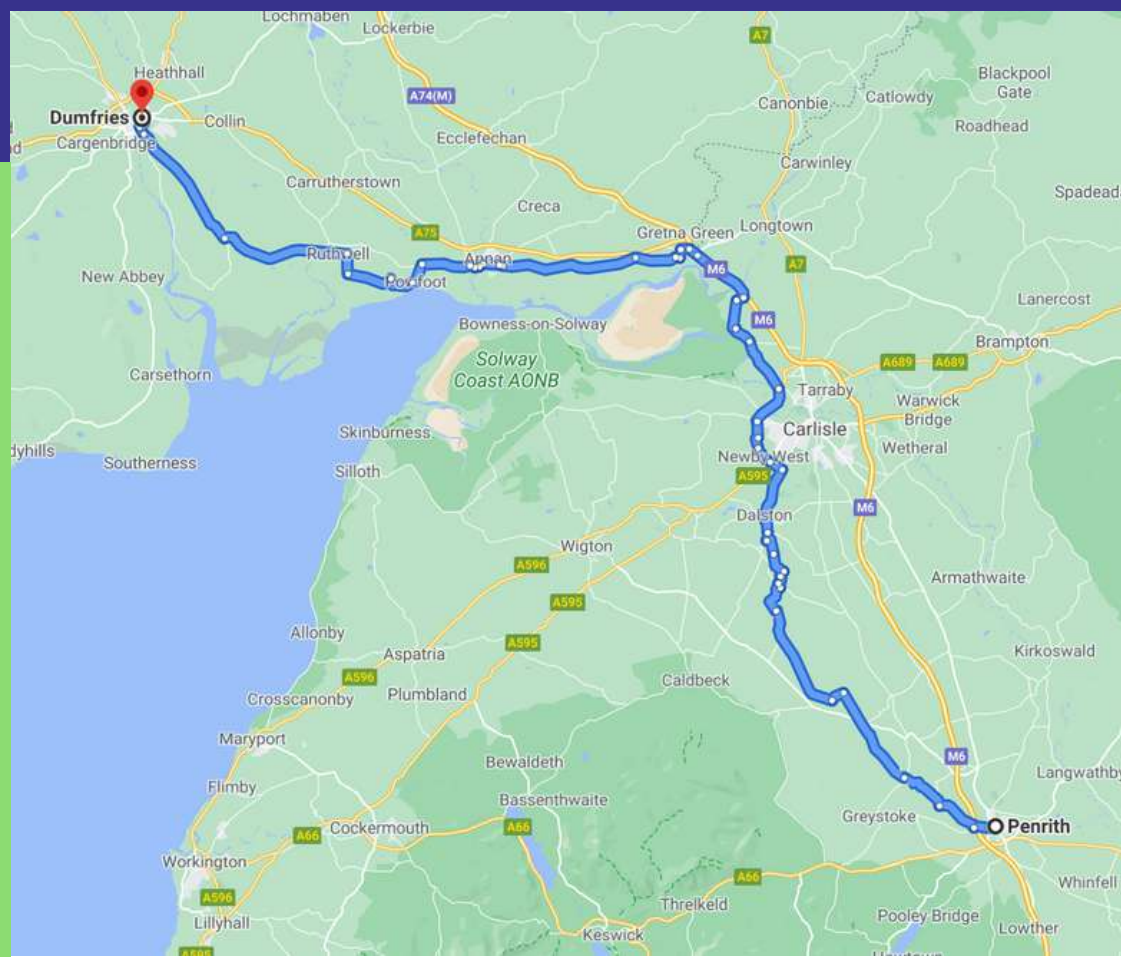


## DAY 6: PENRITH TO DUMFRIES - 29 OCT

**Approx Miles: 60**

**Approx time in the saddle: 6.5 hours**

**Summary:** Northwards we continue, through Greystoke and into the border region. Through Carlisle we cross the border at Gretna Green, cutting east towards Dumfries for our first night in Scotland.



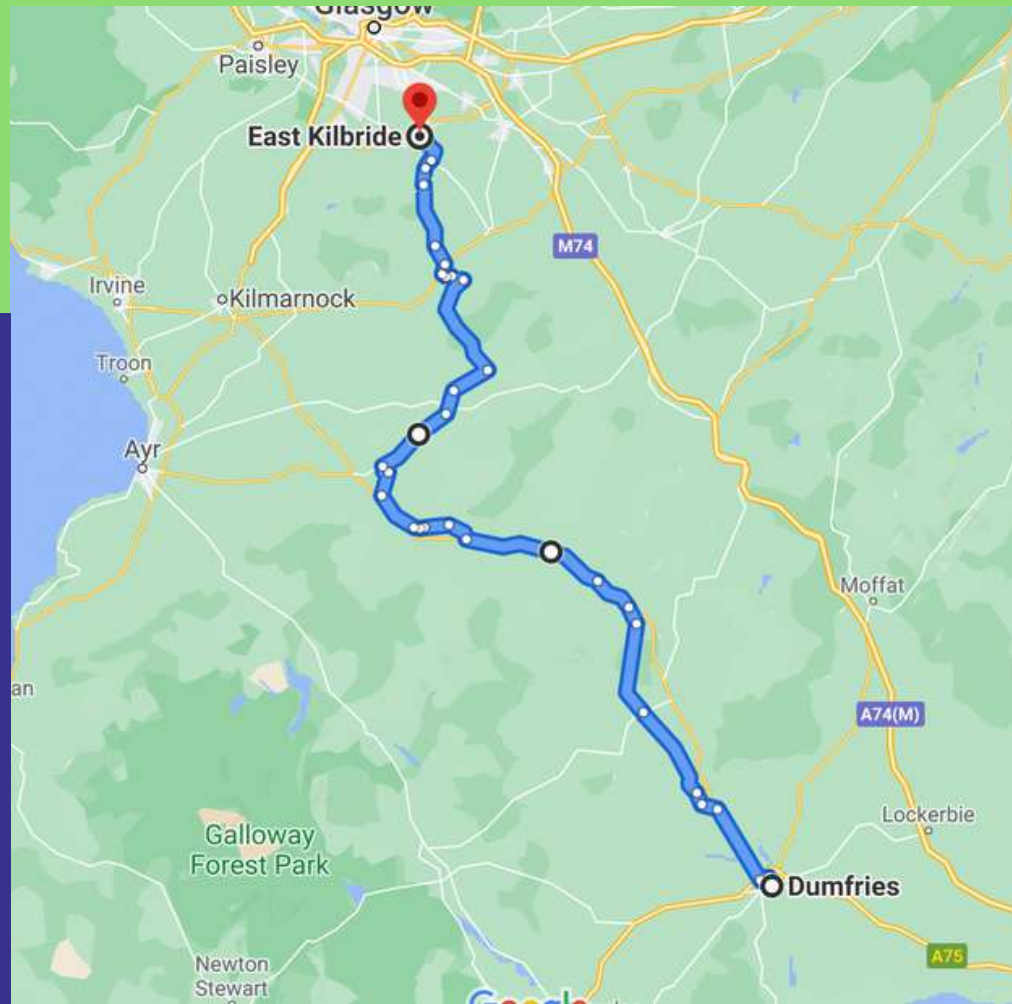
## PENRITH CASTLE

# DAY 7: DUMFRIES TO EAST KILBRIDE - 30 OCT

**Approx Miles:** 75

**Approx time in the saddle:** 7 hours

**Summary:** Our last full day in the saddle we've hit Scotland good and proper, passing through Sanquhar we'll finish in East Kilbride for evening celebrations



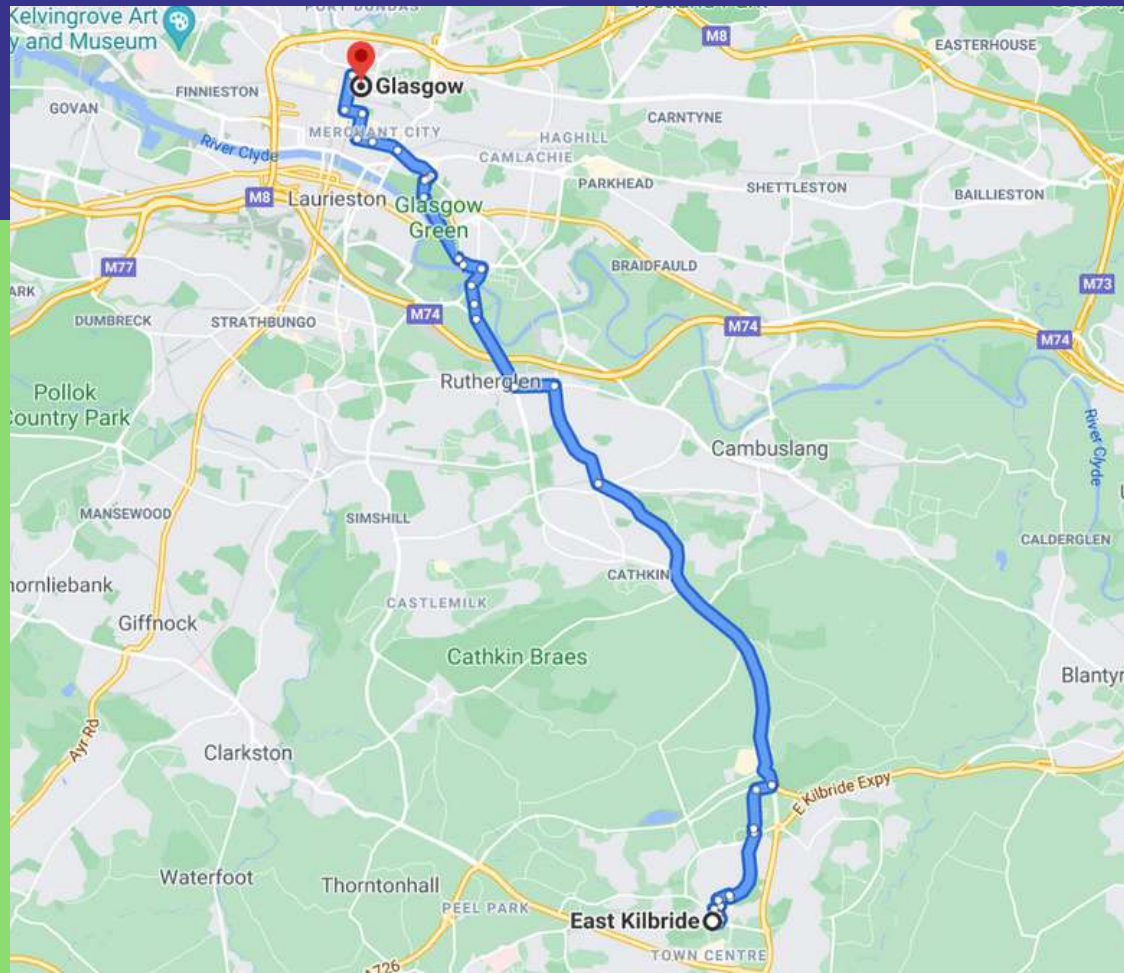


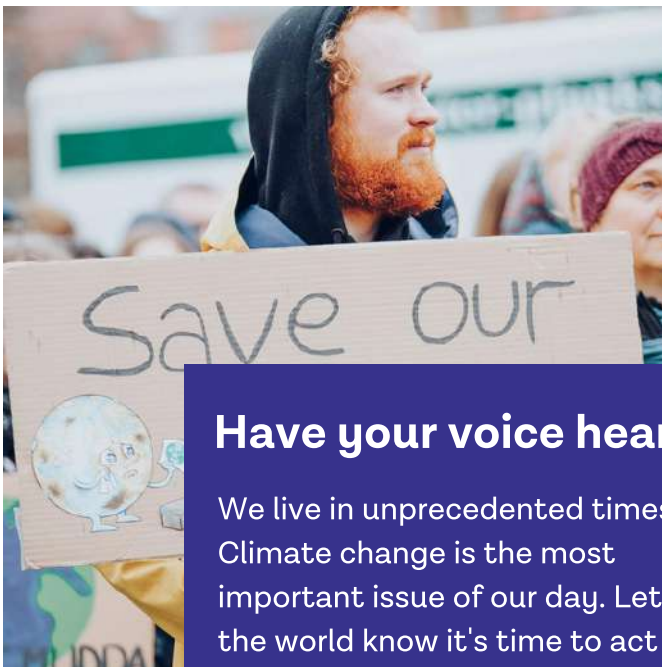
# DAY 7.5: EAST KILBRIDE TO GLASGOW - 31 OCT

**Approx Miles:** 10

**Approx time in the saddle:** 1.5 hours

**Summary:** A super short ride lets us roll together into the city centre this final morning, giving us time to chat, celebrate and exchange stories of the ride and friendships made (and lost?). Bring facepaint, lights, music and horns. There will be much fanfare :)





## Have your voice 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

## 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



# WHY CYCLE TO COP26?

## Explore new places

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



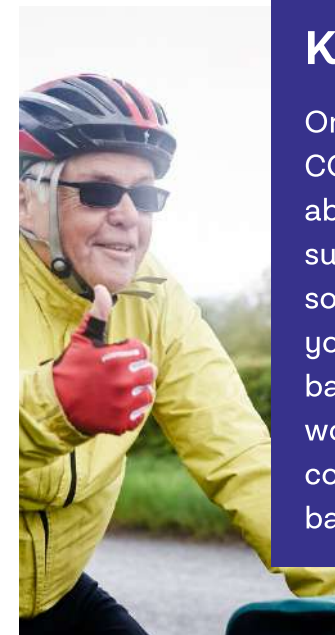
## Find your tribe

Meet awesome like-minded folk with a passion for sustainability and the great outdoors



## Build Knowledge

On route to COP26, learn about sustainability solutions that you can take back to your workplace and communities back home



## Physical & mental well being

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



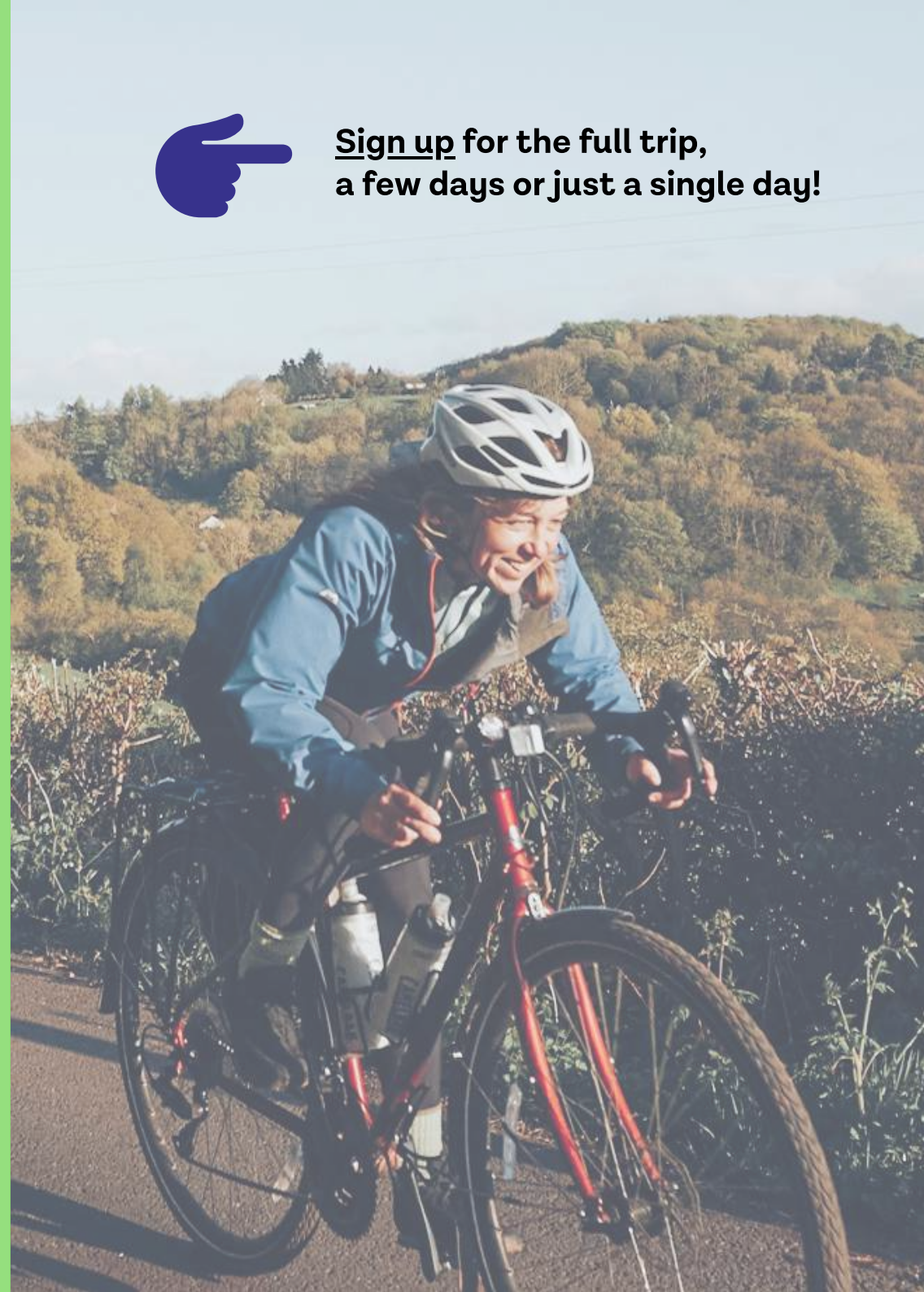
# A DAY IN THE LIFE OF A COP26 RIDER...

[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  
-9:00 Cycle will carry this to our day's point)
- 9:00 Roll along lovely lanes through UK countryside  
-13:00 with fellow riders
- 13:00 Lunch at a pitstop organised by Brake the Cycle  
-14:30 (lunch is included with various vegan and GF options)
- 17:00ish Arrive at the days finishing point, collect bags and  
-18:30 head from accommodation
- 19:00 Dinner and evening events organised by Possible and  
Adventure Uncovered on some nights



**Sign up for the full trip,  
a few days or just a single day!**



# 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.



[www.wearedonation.com](http://www.wearedonation.com)

## 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.



[adventureuncovered.com/cycling-adventures](http://adventureuncovered.com/cycling-adventures)



## Possible.

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 COP26.



## Arup

Arup are an international engineering organisation specialising in multiple disciplines to create a Total Design. Their expertise includes sustainable futures, carbon management and circular economics to name but a few. In March 2020, Arup committed to being a Net Zero organisation by 2030, setting a 1.5°C aligned science based carbon reduction target.



## Adventure Uncovered

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 their film festival will be screened in Penrith en route.



**EVENT  
SUPPORT &  
PARTNERS**

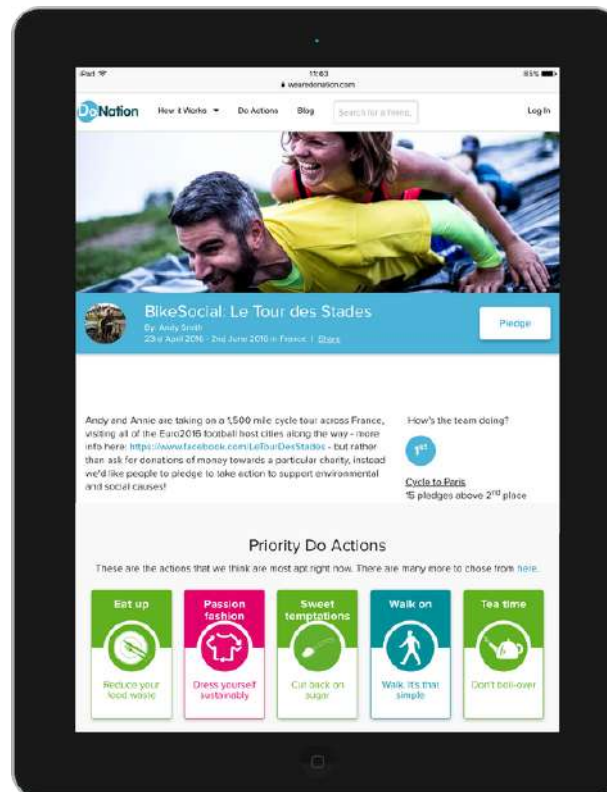
# RAISING CLIMATE ACTION

Aside from honing our muscles and minds, we're aiming to help you to inspire a ripple of positive impact throughout your communities.

Every cyclist joining our ride to Glasgow will have a personal campaign page on Do Nation, where you can ask colleagues, friends, and family to support you with a pledge. We're asking riders to commit to trying to raise at least 30 pledges - although the more the merrier.

Pledges are to do simple things like using a reusable water bottle, making meat a treat, or cycling to work. There are over 60 actions to choose from on Do Nation, including more challenging actions for the eco-advanced, like switching your pension or avoiding unsustainable palm oil.

We measure the carbon, water, and waste saved by each pledge so that people can understand where they have the biggest impact, and see how it all adds up.



**"It's a great way to motivate a large amount of people to think about environmental issues..."**

Each action is supported by lots of information and advice, helping supporters to succeed with their pledges. We follow up to check in on how they got on after two months so that we can confirm our impact.

We're aiming to raise 10,000 pledges together. And as actions speak louder than words, we believe that this will be a powerful way to show leaders at COP26 that their people are ready for serious climate action.





## WHAT'S INCLUDED

- Beautiful route 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)
- Good vibes and fun (guaranteed).
- Goodies! (Special discount codes from TRIBE, Sundried and more to be announced).

## WHAT'S NOT INCLUDED

- Accommodation (Brake the Cycle has some rooms reserved at Premier Inns, we'll share these and a code after the crowdfunding campaign)
- Breakfast & Dinner
- Travel to and from starting point each day (in town centres - exact location TBC)
- Bike and bike kit!



# WHAT DO YOU NEED EACH DAY ON THE BIKE?

[Note: Brake the Cycle vans will carry your bags each day, all you need is some snack, water, and your phone!]

## Bike stuff

- Bike, helmet, lights, lock
- Inner tube and pump
- 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

- Padded cycling leggings or shorts (for the brave)
- Trainers or cycling shoes
- Raincoat
- Warm layers
- Gloves

## Extras

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





# WHAT DO YOU NEED OFF THE BIKE?

- Evening clothing
- Change of shoes or trainers
- Toiletries
- Sleeping things

# WHAT DO YOU NEED TO SORT OUT?

- Your accommodation each night (we have some accommodation and will share once the crowdfunded confirms the trip will go ahead).
- Travel to the daily start point from your accommodation each morning (you'll probably cycle! Start locations are London Kings Cross and then central town locations each day)
- Getting back from Glasgow on the train
- How you're going to navigate each day (we suggest Ride GPX or Kamoot - it's super simple) .





# 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.

## WHERE DO I STAY?

We all stay in town! We've chosen towns which are relatively small, yet with lots of accommodation options. In Oxford, Coventry, Stoke, Preston, Penrith, Dumfries and East Kilbride we've reserved single and twin rooms in Premier Inns in the town centres to help you out. Get in touch with us directly if you want to book one, but hurry they expire mid-Sept! Prices start from £60pp/night.

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



## WHERE DO WE START?

On day one we start at London Kings Cross at 9am. On the days that follow we'll start from Central Town Locations (exact locations TBC) from 8am. These locations are where you'll drop your bags with us, put on your helmet and head off along the route! Drop off will be open from 8am so people will be leaving at different times across the morning. We'll let you know these exact locations well in advance but you can assume they will be centre of town!

## 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 there will be dinner options available on the nights we have evening events.

## 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.

We'll give you our phone number to call and we'll be in contact with you via 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 70 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 IN GLASGOW?

... stays in Glasgow.. Only Joking 😊

On the final day we roll into Glasgow celebratory style. We'll aim to arrive by late morning / lunch so book your train out of Glasgow from 1pm.

## 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!





# HOW TO BOOK – CLICK THE LINK BELOW!



**Ride the change**  
Ride to COP26  
London - Glasgow  
24 - 30 October

ARUP DoNation Possible. inspiring climate action BRAKE! CYCLE ADVENTURE UNCOVERED

**Ride the Change COP26 Bike Ride**

Organising a fun and social bike ride London to Glasgow ahead of UN climate talks to help inspire the action that the climate crisis demands

 Crowdfunder UK

The poster features a scenic landscape with rolling green hills and a winding river. A lone cyclist is seen from behind, riding along a path that crosses the river. The sky is a mix of blue and orange, suggesting a sunset or sunrise.





# SPONSORSHIP OPPORTUNITIES

We want this to be a safe, professional, and highly sustainable ride, with the added value of a rich series of educational events and an innovative impact platform. That doesn't come for free. In order to cover some of these core organisational costs, making prices accessible to as wide a group of cyclists as possible, we're looking for corporate sponsors and donors. We're specifically interested in speaking to fellow B Corps and other organisations who share our values and have made climate commitments in line with the goals of the Paris Agreement.

Please note that this is a non-profit ride, if there is any surplus cash at the end of the event it will be donated to our charity partner, Possible.

If you'd like more information, please contact Hermione, Do Nation below.

[GET IN TOUCH](#)

