



The Way Of The Roses Coast-to-Coast Cycle Challenge - 17-21 Sep 2020

The Hampton Health & Fitness Club is pleased to announce a Coast-to-Coast Cycle Challenge in aid of the **Cameron Grant Memorial Trust**. Full details follow below; to take part, please complete the application form that follows the details of the ride and act quickly to take advantage of the “early bird” discount! For more about the work of **Cameron Grant Memorial Trust** see the end of this flyer.



Introduction

The Way of the Roses, a spectacular coast to coast cycle route which passes through the Red Rose county of Lancashire and the White Rose county of Yorkshire, was built to celebrate 15 years of the National Cycle Network.

The route of 286km on peaceful and scenic roads from Morecambe to Bridlington goes through Lancaster, Settle, Ripon and York. As you cycle you'll pass some of Britain's most stunning countryside and fascinating heritage sites such as: the Lune Valley, the Forest of Bowland Area of Outstanding Natural Beauty (AONB), Yorkshire Dales National Park, Nidderdale AONB, the Fountains Abbey & Studley Royal World Heritage Site, the Vale of York and the Yorkshire Wolds.

Itinerary

Day 1 Thu 17 Sep

Morecambe hotel – (Rooms + Dinner & Breakfast)

Participants will have the option to depart from The Hampton Health & Fitness Club, Solihull at 15:00 by coach. Bikes will be transported by van. We will arrive at our hotel in Morecambe in the early evening. An event briefing at approx 19:30 will be followed by a 3 Course dinner at 20:00.

Bikes will be checked over by Imp Adventures mechanics and secured in storage room in hotel.

Day 2 Fri 18 Sep (Morecambe to Grassington 83.45km / 1059m)



Starting 100m to the left side of Midland Hotel with a team photograph at the official start point on sea front 'The Bastion' at 08:15 (Can also get a picture with Eric Morecambe statue on front!)

A gentle start following the River Lune cycle path to 'Crook O Lune' picnic site/car park (toilet), our 1st rendezvous at 13km, (1st vehicle access) then climbing steeply up to Middle Highfield before leveling out and becoming undulating through our 1st rest stop at km 28km

AM Rest Stop – Café including Hot Drink and Cake

A short and scenic ride leads us in to Austwick village and our lunch stop at 48km

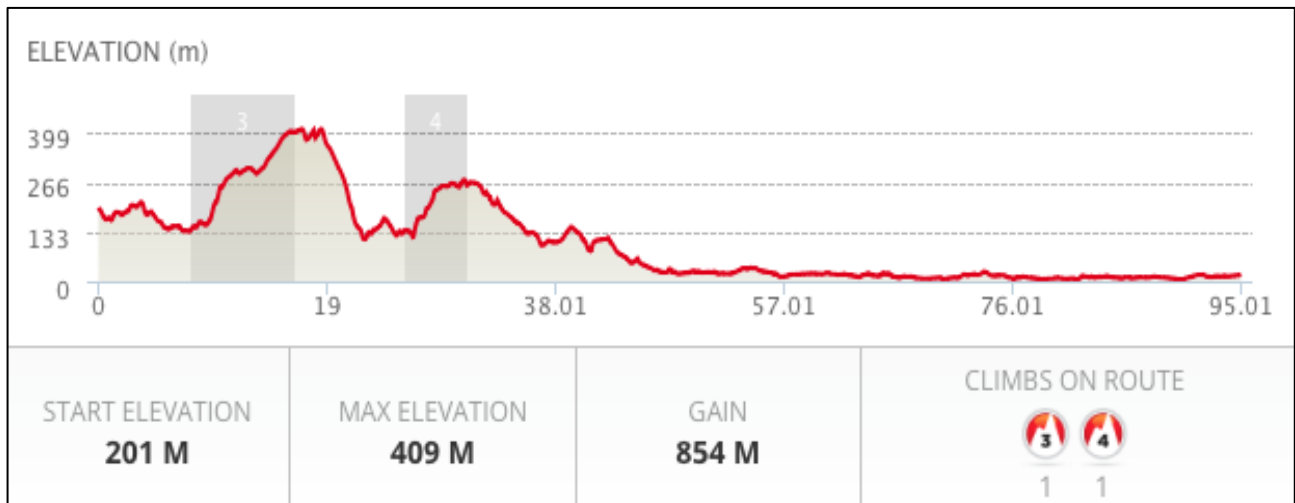
Lunch rest stop - Buffett lunch in local hotel / restaurant

After lunch we cycle through the busy market town of Settle at km 59km and on leaving Settle is the rides steepest hill – High Hill lane reaching 22% over 1km, climbing 105m, before descending over the Yorkshire Dales, with another steep but short hill climbing out of the village of Airtton (Hazler Lane 16%) where we will take our afternoon rest stop before the short climb - 69km (no toilets) before continuing to the days finish at Grassington after 83kms

Overnight Hotel

Rooms + 3 course Dinner & Breakfast

Day 3 Sat 19 Sep (Grassington – York 96km / 834m)



Starting from where we finished in Grassington at 08:30 we follow a very scenic route through narrow lanes over the rolling Yorkshire Dales passing through the picturesque village of Burnshall and onto Appletreewick. On leaving here we have a steep climb out of Appletreewick with sections of 16% and a massive exhilarating but dangerous 16% descent from The Coldstones Cut down Greenhow Hill into Pateley Bridge, our 1st rest stop at 22km

AM Rest Stop - Snacks and public toilets nearby

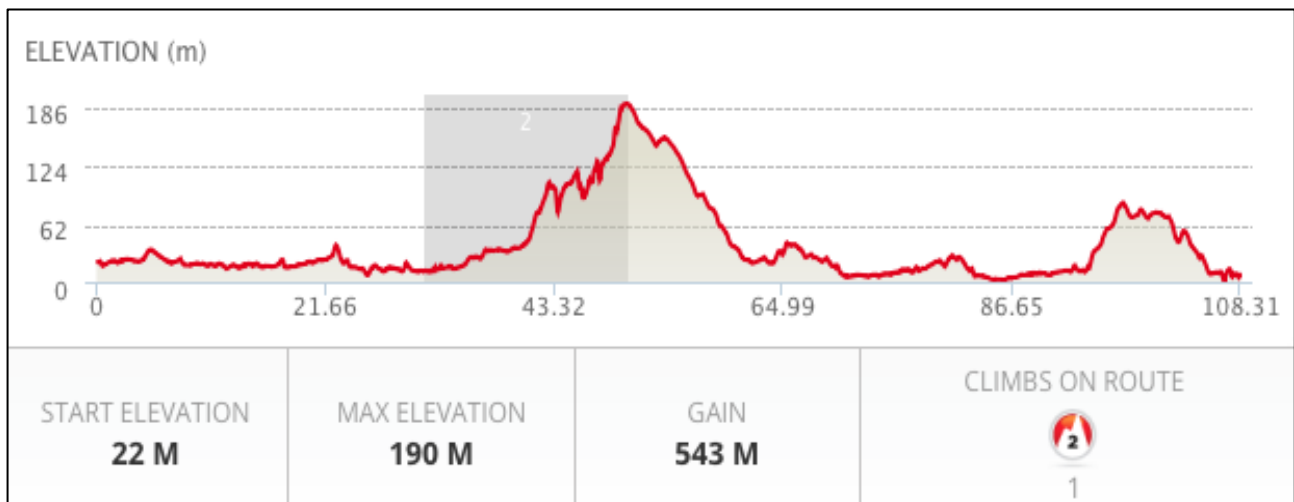
The route climbs out of Pateley Bridge, meanders past Brimham Rocks and on to Fountains Abbey and into Ripon where we will have lunch at km 48 in a local pub

Lunch rest stop - lunch booked in local pub.

The afternoons cycling becomes flatter and gentle and weaves through the vale of York, leaving Ripon town centre and onto Boroughbridge at km 64, our 3rd rest stop in the market square, we then cross the ancient Aldwark wooden toll bridge before cycling to our overnight accommodation near York.

Overnight Hotel 3 course dinner & breakfast

Day 4 Sun 20 Sep (York – Bridlington - 108km / 543m)



Starting from our hotel we cycle along a flat route through open countryside and picturesque villages including the battle site of Stamford Bridge (last Viking battle on English soil) at km 26 our first rest stop in the village square.

AM Rest Stop - Van Snacks and public toilets.

We then cycle through the beautiful 'Millington Wood' Nature Reserve after Pocklington followed by a short climb to our 2nd rest stop in the village of Huggate at 51ks

Lunch will be taken after a brilliant 15km descent to km 70 in the village of Hutton Cranswick followed by our final rest stop in the village of Burton Agnes at km 94

Rest Stop Lunch buffet

We then cycle en-masse the last 14 km's to Bridlington, (slight climb) completing our stunning journey on Bridlington sea front at the 'Headland View' official finish point on Bridlington's North Beach sea-front.

Total distance covered in 3 days of cycling 286km. Total ascent 2456m

Overnight Hotel Dinner & Breakfast - 3 Course celebration meal at 8pm in local hotel / restaurant

Day 5 Mon 21 Sep

After breakfast all participants will depart for home. There will be a coach and separate transport for bikes for those returning to Hampton / the Midlands.

The C2C Challenge will be run for The Hampton and Cameron Grant Memorial Trust by Imp Adventures.

Included

- Professional Event organisers with public liability insurance
- Support Vehicle / Cycle Guiding
- Professional Bicycle mechanic with full liability cover insurance
- Experienced Cycle Guides who are medically qualified and competent
- Support Vehicles to carry all baggage and support riders throughout as required
- AM/PM rest stops with variety of quality snacks and hot / cold drinks
- Lunches in quality venues of substantial quality
- B&B for 4 nights in twin / double / triple share basis in quality hotels
- Quality 3-course evening meals for 4 nights
- Mechanical assistance and spare bike available throughout
- Baggage transported and day-bags available at all rest stops
- Evening briefings and support throughout the ride
- Medal and certificate on completion
- Hot / Cold drinks at finish reception venue
- Final evening celebration meal
- GPX files available



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Application Form

To take part we request that each rider pays a participant fee and makes a pledge to raise funds for Cameron Grant Memorial Trust with a suggested goal of £500 per rider.

Early Bird Discount (now applies to all applications on or before 16 Feb 2020):

Early Bid Fee per Rider £374 Number of Riders _____ Total Payable £ _____

Participant Fee (applies to all applications on or after 17 Feb 2020):

Participant Fee per Rider £399 Number of Riders _____ Total Payable £ _____

Please make payments to **Cameron Grant Memorial Trust** by cheque or by direct bank transfer to the **Cameron Grant Memorial Trust** account at HSBC (Account Number 1237 1553, Sort Code 40-42-12). Cheques and completed forms can be left with reception at The Hampton or posted to: Cameron Grant Memorial Trust, 23 Belle Vue Terrace, Hampton-in-Arden, B92 0AR

Please note that the The Hampton Health & Fitness Club Coast-to-Coast Cycle Challenge is being run by Imp Adventures. Cameron Grant Memorial Trust will pass participant fees through to Imp Adventures on behalf of each rider. The costs for accommodation and all meals will be covered 100% individual enrolment fees. The cost of hiring professional guides and transport will be covered by corporate sponsorship so that all money raised for Cameron Grant Memorial Trust will go direct to the work of the charity.

By taking part in the **The Hampton Health & Fitness Club** Coast-to-Coast Cycle Challenge I agree to raise funds for Cameron Grant Memorial Trust.

Name of Rider _____ Signature _____ Date _____

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Cameron Grant Memorial Trust

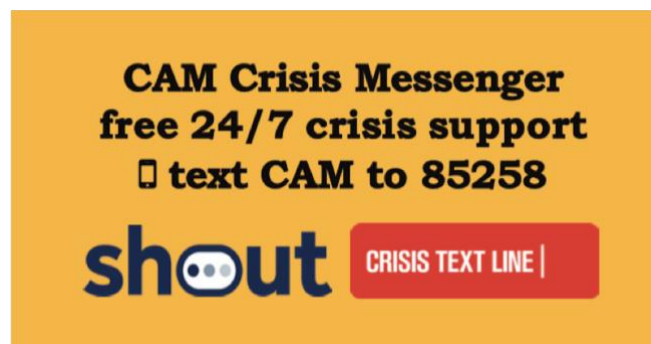
Cameron Grant died 5 years ago when he was 21 and in his 3rd year studying geology at university. When he died, nobody knew he was ill but he left a letter in which he described suffering from depression for over 7 years. The main goal of the Cameron Grant Memorial Trust is to encourage anyone in mental distress, and especially young people, to speak up and ask for help.



Our principal way of doing this is with Cameron's Coasters, simple drinks mats with the message "There is always someone you can talk to" on one side and help information on the other. The examples above show national helplines but for the most part we work with each community that uses the Coasters to customise them to have the help information most important for that community. We also create and distribute Cameron's Cards, business cards with similar help information.

We have produced over 800,000 of Cameron's Coasters to date. Coasters are used in 98 universities; that's 3/4 of the universities in the UK, and we are working hard on the remaining 1/4! Coasters and Cards are used in colleges, schools, workplaces and many other settings too, including Police Federations and Fire Services. British Transport Police have a version of Cameron's Card which they give to vulnerable people they encounter in their work.

The majority of the funds we raise are used to produce Cameron's Coasters and Cards which we send free to any community that wants to use them.



We offer CAM Crisis Messenger - "text CAM to 85258 anytime for free crisis support" - in partnership with Shout and Crisis Text Line (see camgrant.org.uk/cam-crisis-messenger for more details)

We organise an annual Night Walk in Cameron's memory on a Friday evening close to his birthday. In addition to remembering Cameron, we do this to raise mental health awareness, to raise funds and to have some fun. This year 305 people took part in our 5th Night Walk. Next year, the 6th Night Walk will be on 9 Oct; please mark the date in your diary or calendar or just sign up now at Eventbrite: bit.ly/6th-night-walk

Cameron Grant Memorial Trust sponsors the [Student Minds blog](#) as a means of raising mental health awareness amongst the student population and highlighting help that is available.

Cameron Grant Memorial Trust is the headline sponsor for the UK tour of EVERYTHING IS ABSOLUTELY FINE, a new musical about anxiety and mental health. The show follows the real-life story of someone who moved from London to Berkhamstead and then suffered from social anxiety after the move to a new place. The show aims to be fun and entertaining but also thought-provoking. The goal is to get the audience talking about anxiety and other mental health issues, while also having a good time! The tour is in April 2020 and includes shows in London, Doncaster, Gainsborough, Tonbridge and Theatr Clwyd, Mold, North Wales.

Cameron Grant Memorial Trust is an active member of The Alliance of Suicide Prevention Charities, the National Suicide Prevention Alliance and the Support After Suicide Partnership.

Evan Grant is Chair of the Solihull Suicide Prevention Group, which is the multi-agency board that oversees the Solihull Council suicide prevention strategy and plan.

We sponsored Lumino Films to make Struggle, an award-winning short film about a teenage girl's battle with bullying and poor mental health, and an accompanying piece which shows 7 young people talking to camera about depression and how they overcame it.

Evan gives talks about mental health to schools, typically to Year's 12 and 13. The talks begin with Cameron's story and draw on Evan's own experience of depression as well as what he has learnt as a Mental Health First Aid instructor. He uses videos from Lumino Films within these talks.

In collaboration with Glyn Pashley, the franchisee for McDonald's in Rugby we ran a mental health awareness campaign in three McDonald's restaurants for 10 days in February 2019. We brought together Coventry and Warwickshire Mind, POPYRUS Prevention of Young Suicide, Warwick Country Council and Coventry and Warwickshire Partnership NHS Trust so as to highlight all the local help available in Rugby to both customers and staff in the restaurants.

We have made donations to POPYRUS Prevention of Young Suicide, Student Minds and Maytree (who run a respite centre open to anyone feeling suicidal). We also donate to support Time to Talk, an annual service of reflection for those affected by suicide St Martin-in-the-Fields in Trafalgar Square. The next service is on 7 March 2020.

In October this year, Evan and Carol trekked to Everest Base Camp in a group with 12 other friends and family members in memory of Cameron who lived the great. We also did this to raise mental health awareness more broadly, and to remind all that exercise and getting outside is good for your mental health (even at lower altitudes!)



For more information see our website camgrant.org.uk, and follow us on Facebook (facebook.com/CamMemorial), Twitter (twitter.com/CamMemorial) and Instagram (instagram.com/CamMemorial)