

TOP TO TAIL WALES CYCLING CHALLENGE



Highlights

- An epic two-wheeled journey conquering a whole country from top to tail in just 3 days
- From Conwy Castle in the north to Cardiff Castle in the south and three mountain ranges inbetween
- Bike 195 miles with 3550m of ascent traversing the best countryside Wales has to offer to a cyclist
- Climb mountain passes, wizz through spectacular Welsh countryside and quiet rural lanes and swoop past lakes on thrilling descents
- A fantastic journey full of history, wildlife and beautiful landscapes from Snowdonia to the Brecon Beacons full of history
- Adventure with purpose as we support the fantastic work of the Snowdonia Society and Cool Earth
- Join us for this wheely wild Welsh cycling adventure
- New safety and wellbeing guidelines are in place for this adventure.



WELCOME

Overview

Branch out and discover an entire country from a new vantage as you pedal from the top to tail of Wales. This tough two-wheeled journey traverses the country's most mountainous landscapes from the Brecon Beacons to Snowdonia but the support of your crew and fellow team-mates will see you experience the wonders of Wales in a new and authentic way.

From Britain's most complete walled town of Conwy your journey begins at the historic landmark of the World Heritage-listed Conwy Castle. Your route will wind along country lanes taking you through the picturesque landscapes and undulations of Snowdonia National Park from north to south. Leaving Snowdonia you'll enter the mountains and reservoirs of Mid Wales and the beautiful Elan Valley. This incredible traverse has been nominated as one of the best cycling routes in the UK embellished with spectacular scenery.

Continuing along idyllic countryside steeped in history you'll conquer some iconic mountain climbs before sweeping down the quieter Taff Trail to enter Cardiff. The buzz of excitement will reverberate through your legs as you reach your final destination of Cardiff Castle in the medieval heart of Wales's capital city. This is a cycling trip for those who are up for a challenge and keen to discover the diverse delights of Wales.

We look forward to welcoming you to our homeland soon.





TRIP SUMMARY



Activity: Road biking
Duration: 3 days & 3 nights
Active days: 3 days
Distance: Approx 195 miles
Altitude: 3550m
Cost: Deposit: £125 per person
Remaining balance: £490 per person
Total cost: £615 per person

Group size: 10 – 18 people

Level of difficulty: ■■■■■

Tough

Dates 2020/2021/2022: 2020: Sept / Oct

2021/22: Apr / May / Sept

(*2022 prices subject to change)

ROUTE MAP

Get ready for an adventure



DAY 1:

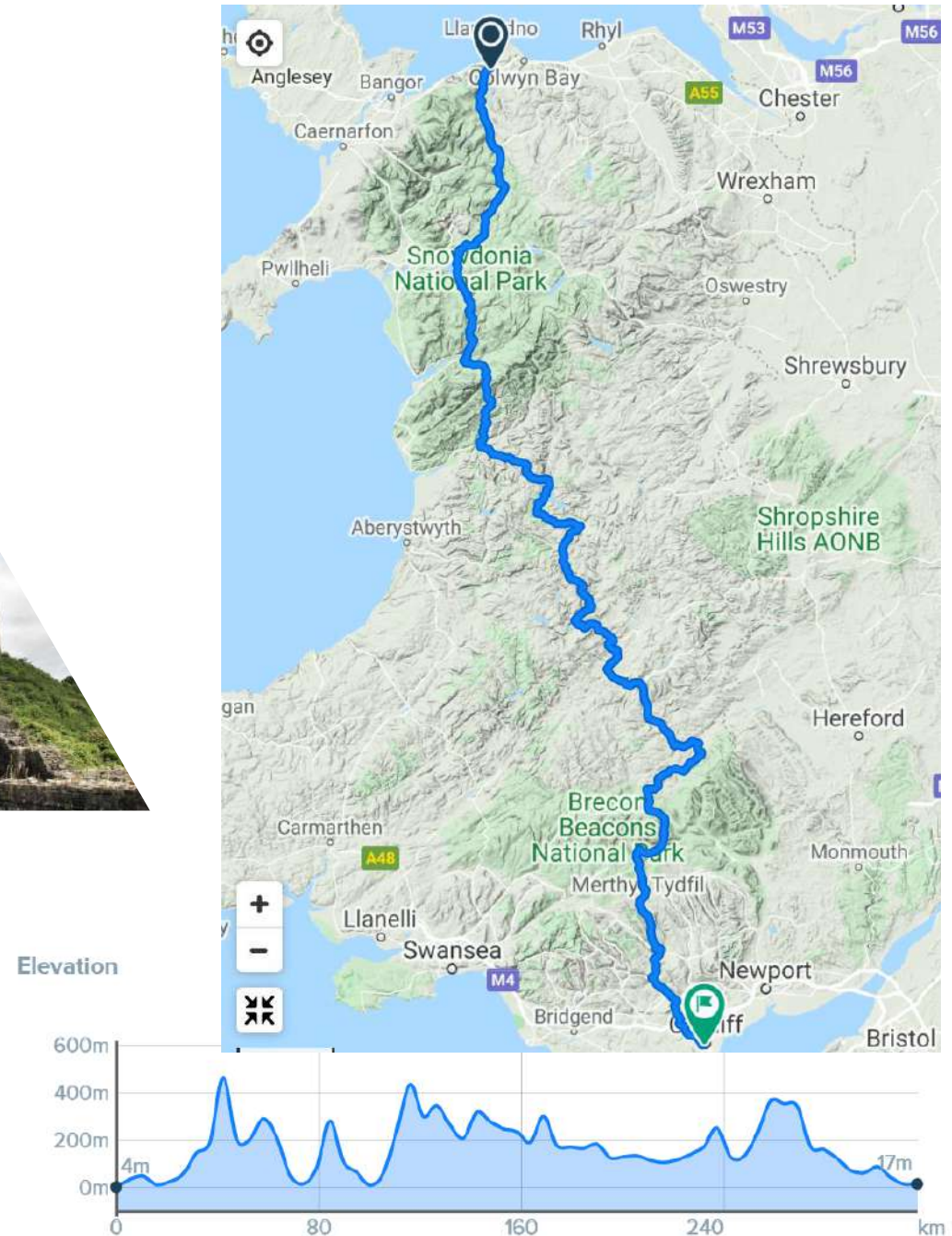
Cycling distance: 62 miles
Ascent gained: 1560m

DAY 2:

Cycling distance: 88 miles
Ascent gained: 1420m

DAY 3:

Cycling distance: 45 miles
Ascent gained: 570m



ITINERARY

One country, one bike, one incredible adventure!

THE CHALLENGE – 195 miles, 3550m of ascent in just 3 days

The ultimate two-wheeled journey conquering the length of a country from castle to castle. Starting from the walled coastal town of Conwy, pedal the spine of Snowdonia, through the picturesque Elan Valley, past historic reservoirs and rail lines, conquer mountain passes and wind through the Brecon Beacons to reach your final destination of the vibrant capital city of Wales, Cardiff.

DAY 1

Arrive in the early evening to the walled market town of Conwy where you will overnight after receiving a full trip briefing and the chance to meet your Cycling Leader and fellow team-mates. A pick-up service is available from Llandudno Junction train station on request.

Included

Accommodation: Hostel

DAY 2

Cycling Conwy to Machynlleth: 62 miles / 1560m ascent

Starting from the coast at the base of Conwy Castle your route winds through the stunning green farmlands of Conwy Valley to the picturesque Welsh village of Betws y Coed. Pedalling along the spine of Snowdonia National Park you will tackle the first of your big climbs at Crimea Pass 440m which take its name from the Crimea war dating back to 1854. You'll welcome the sweeping descent into Dolgellau which is known for its wild and beautiful countryside and places of historical interest. Another climb leaves Dolgellau in your shadows with your final destination for the day in view. Descending down to Machynlleth you'll be in awe of the scenery as this historic town sits at the mouth of the Dyfi estuary in the heart of the UNESCO Dyfi Biosphere, an area of outstanding natural beauty and diversity. Day one in the saddle done!

Included

Meals: Breakfast & lunch
Accommodation: B&B or hostel

DAY 3

Cycling from Machynlleth to Tal-Y-Bont on Usk: 93 miles / 1420m of ascent

Leaving Machynlleth behind your day starts with a climb to the highest point of the of ride - Bryn y Fedwen at 509m. Following the scenic Lon Las Cymru Cycle route, there's steady decent to Llanidloes before winding along the undulations to Rhayader. This spectacular trail climbs past three reservoirs in the heart of beautiful, mountainous Mid Wales. Following the line of the old Birmingham Corporation Railway, which was built to help construct the Elan Valley reservoirs, these are a string of four narrow lakes running north-south. From the Elan Valley Visitor Centre the route climbs past Caban Coch and Garreg Ddu Reservoirs with their fine dams and an ornamental water tower, to the end of Penygarrag Reservoir. When the reservoirs are full you will be rewarded with the sight of millions of gallons of water cascading over the dam walls. The tunnel near to Rhayader is a nature reserve for rare bats. The trail is also right in the heart of Red Kite country so be prepared to see these magnificent birds with their distinctive forked tail wheeling in the thermals above you. After 10 miles you'll rejoin the Lon Las route to Builth Wells. The afternoon brings a welcomed gentler route skirting the Black Mountains and winding through the Brecon Beacons National Park. Here lies your overnight stay in the quaint canalside village of Tal Y Bont on Usk. There's 3 pubs in the village and you're assured of a warm welcome as the village goes out of its way to cater for visitors.

Included

Meals: Breakfast & lunch
Accommodation: B&B or hostel

DAY 4

Cycling from Tal y Bont on Usk to Cardiff: 45miles / 570m of ascent

You final day in the saddle. Leaving Tal Y Bont on Usk following the shores of the reservoir is your final big climb of the challenge ascending 354 metres. With the highest peak in South Wales, Pen Y Fan, behind you its down hill into Cardiff.

Following the river Taff on the Taff Trail to avoid the busy roads entering Cardiff you'll pass the Principality Stadium the home of Welsh rugby before reaching your final destination at Cardiff Castle. The sense of achievement and pride of knowing that you have cycled the length of a country will be reverberate through you as you celebration your accomplishment with your fellow team-mates and crew. Knowing that Tour Du France legend Geraint comes from Cardiff is a fitting end to your two-wheeled adventure.

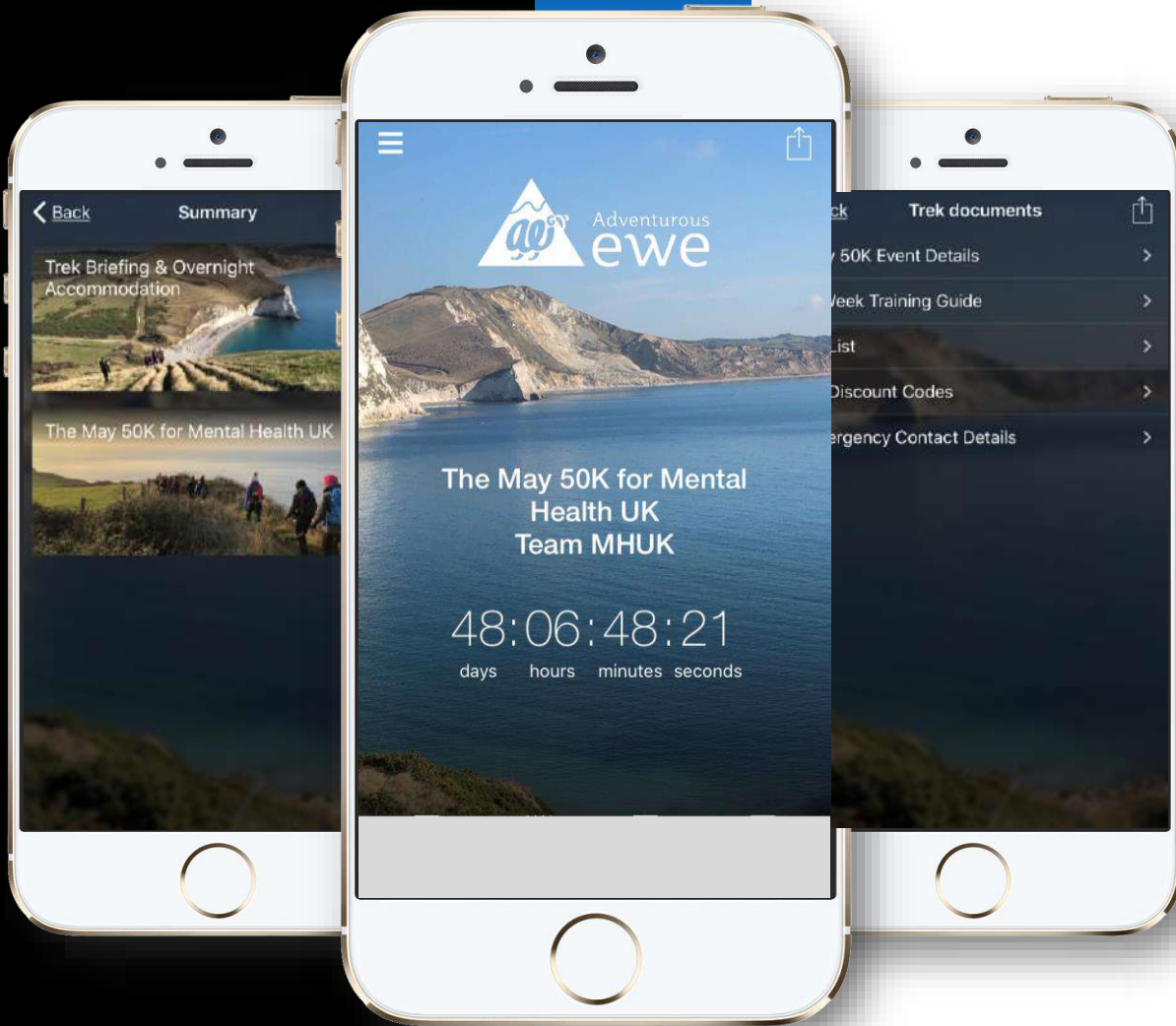
On completion of your Top to Tail Wales ride, there is a return shuttle service to Conwy for a cost of £85.00 per person including your bike.

Included

Meals: Breakfast & lunch

TRAVEL APP

Once signed up, all your trip details will be available through our free travel app, **Vamoos**. You'll also receive live updates and it's accessible 24/7.



TRIP SUMMARY

Dates, trip overview



TRIP DETAILS

Itinerary, activity details and inclusions



TRAVEL DOCUMENTS

Training guide, kit list & exclusive discount codes, meet the team, emergency contact details, safety & wellbeing guidelines



OTHER INFO

Weather, maps, etc.



ESSENTIAL INFO

The nifty gritty bits for your adventure



01



Safety & wellbeing

Adventurous Ewe puts the safety and wellbeing of you, our leaders & crew and the communities we visit at the centre of all our operations, always. Your safety and wellbeing is our top priority and as such we have implemented a new operational procedures focused on safety and strong hygiene practices for all our adventures.

The Top to Tail Wales Cycling Challenge will require preparation as the event is designed to take you out of your every-day comfort zone and achieve something great. Rest assured we have a thorough Safety Management System, in-depth risk assessments and risk management systems in place.

You're in safe hands.

Leaders & crew

You will be accompanied by certified Adventurous Ewe Cycle Leaders together with a support crew including a bike mechanic.

They're a friendly bunch with a huge level of care, though rest assured they are fully experienced and remote first aid qualified. They will be ultimately responsible for the running of the itinerary and the safety of your group.

Leaders will carry safety equipment and first aid kits with them at all times. Please note, these kits are for emergencies only so please come prepared with your own personal first aid items.

The Leaders and Crew will also be in constant radio communication with the support vehicle throughout your journey.



02



03

Level of difficulty

The Top to Tail Wales Cycling Challenge is graded as **'Tough'** due to the mileage over 3 days and undulating terrain.

Preparation is key to help you get the most enjoyment and reward from this adventure. A good level of fitness and endurance will help you conquer the ascents and descents together with long days in the saddle. A training programme will be provided to help you reach the start line knowing that you're set to enjoy the adventure ahead.



04



05

Group size

We pride ourselves in small group events to minimise the impact on the environment, to maximise your safety & wellbeing and to make your experience more authentic.

The minimum group size for this trip to run is **10 people** and the maximum group size is **18 people**.

You are most welcome to join this trip as a group of friends, family or colleagues or as a solo traveller. You are also welcome to use this trip as a fundraiser for the charity of your choice.

If you have a group of over 10 people, we would be more than happy to run a private trip for your team, your charity or your company. Please get in touch for more info.

Training

A bespoke training programme will be provided when you join this adventure to help you with your preparations. This includes info, videos and an exclusive discount code for a 28 day kettlebell training programme & app which is ideal for strength and endurance training for those short on time.

The more you are prepared, the more you will enjoy the challenge.

Our motto is:
Train hard, smile harder and enjoy the journey!

Kit and discount codes

A full kit list will be provided when you join this adventure together with an exclusive Adventurous Ewe discount code for independent outdoor retailers Joe Brown, The Climbers Shop and ashmei athletic apparel where sustainability meets performance.

A hire bike and helmet can be provided at an additional cost of £85 per person. Rest assured any equipment that we supply will be hygienically cleaned and sanitised and was not used 72 hours before you use it and then will not be used for the next 72 hours.



06



07



Enigwyr ar ymweliad â'r Wyddfa
Snowdon visit specialist

Partneriaeth Yr Wyddfa Partnership

Adventure with purpose

Adventurous Ewe is a **Snowdon Visit Specialist** and we also support the vital work of the **Snowdonia Society** who work tirelessly to ensure that Snowdonia is well-protected, well-managed and enjoyed by all.

We've also teamed up with leading climate change charity **Cool Earth** and invest a % of our revenue into supporting their critical conservation projects around the world.

These partnerships mean that just by joining the flock and taking part in this adventure, you will not only have an incredible experience, but you can do so by knowing you are actively supporting rainforest communities across the globe.

Any queries?

Feel free to contact Jim or Sue at:

jim@adventurousewe.co.uk

susan@adventurousewe.co.uk

call 01492 588 069 or chat to us online via the website.

We're here to help, support and guide you as much as you need.

TOP TIPS

Top-to-Tail

- Train in your cycling kit in varying weather conditions so you know your kit is both suitable and comfortable for your trip. Make sure you include some good hill training and mileage on the bike
- Ensure your bike is set up correctly. Speak to a specialist at your local bike shop if you are unsure
- Have your bike fully serviced before this trip
- Get you butt used to being in the saddle for consecutive days of cycling
- Be self sufficient and ensure you have everything you need with you on the bike ie. puncture repair kit, spare inner tubes, snacks, electrolytes, mobile phone, bike light/s, etc.
- Know how to change a puncture. The crew will be there to help if you experience more technical bike issues
- Be fully aware of the [Cycling Highway Code](#)
- Have two bags – a small bag to leave in the support vehicle with any additional items of clothing, spare bike parts, snacks etc. and your main luggage/travel bag which will be transferred from hotel to hotel
- Bring your own facemask (optional) and hand sanitiser (essential)
- Bring your own water bottles that you can refill at the checkpoints and avoid plastic bottles
- **Most importantly.....ENJOY THE ENTIRE EXPERIENCE**





WHY ADVENTUREOUS EWE

Big adventures, small footprints

Here at Adventurous Ewe we think, talk, love, live and breathe adventure. We create and deliver worldwide adventures, whether they be trailblazing itineraries to remote pockets of the globe or classic bucket list adventures. At the core of each trip creation is real and meaningful connections to destinations and people.

We're a friendly family business operating since 2007 with decades of adventure travel experience, knowledge and insight that you can depend on. We're passionate about igniting your adventurous spirit and achieving the extraordinary in some of the world's most incredible places. We're also proud to be the main UK trip supplier for **Much Better Adventures**.

We're also proud to operate adventures with reason by supporting both local and global environmental charities, the **Snowdonia Society** and **Cool Earth**. So by joining the flock for your next trip, experience the feel-good factor that you're helping the planet through these partnerships. We not only want to make a difference to your life, your experiences and your stories, but to the lives, communities and environments of this awe-inspiring planet.

Why join us:

- ✓ Reconnect and gain a fresh perspective through the lens of adventure
- ✓ Be bold, be ambitious and experience an adventure to remember
- ✓ Feel protected, feel safe and know your wellbeing is our focus
- ✓ Be part of something bigger and help the environment and local communities grow
- ✓ Meet and mingle with the people of the planet
- ✓ Enjoy the *whole* journey - the support & guidance from AE, the new friend-sheeps made, the thrill of travelling, the people & places, the great achievements and difference you can make - not only to your life, others too!

We're excited to be immersed in your adventure from your very first step. Travel is a force for good, for everyone!

All you need is the....

1. **Courage** to start
2. **Strength** to endure
3. **Determination** to finish! **#ewecandoit**

HELPING SHAPE THE FUTURE OF TOURISM

Adventurous Ewe may only be a small tour operator however we are proud to be part of these fantastic initiatives with our operations and as a collective collaboration, make a difference to the safety and future of tourism.

World Travel & Tourism Council's #SafeTravels

We have implemented the protocols for tour operators which have been compiled based on input from leading tour operators either directly or from their public announcements around the healthy, and responsible reopening of tour operations to the public. The protocols also take into account World Health Organisation (WHO), the US' Centres for Disease Control and Prevention (CDC) and the European Centre for Disease Prevention and Control (ECDC) guidelines. The objective is to ensure that protocols are in place across all relevant functions with an increased focus on health, hygiene, and reduction of physical contact guidance which travellers will need and expect to embrace a safe travel experience.

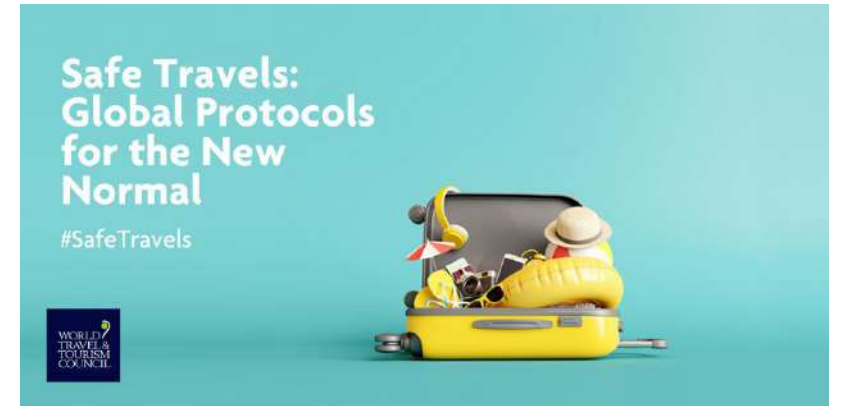
Future of Tourism

We've also joined the movement to reshape the Future of Tourism. We are excited to announce that Adventurous Ewe has signed the new set of Guiding Principles launched by the Future of Tourism Coalition. As a signatory, we commit to please destination needs at the centre of our recovery strategies and do our part to build a better tomorrow for travel and tourism. Learn more at www.futureoftourism.org. #FutureofTourism



For more info please visit:

<https://www.adventuroousewe.co.uk/safety-wellbeing/>



WE
SUPPORT
THE

FI|TURE
OF TOURISM.ORG

ADVENTURE WITH PURPOSE

Our mission: to harness the power of travel to conserve and protect the world's precious natural spaces, one epic adventure at a time.

Our goal: to ensure rainforest communities benefit from adventure tourism, and to educate and inspire our flock to help actively support these communities across the planet.

Now more than ever our commitment to maintain our support of one of the leading global climate change charities, **Cool Earth** and the local protection and sustainability work of the **Snowdonia Society**, is of utmost importance.

To do this we'll continue to contribute a % from every booking to Cool Earth and maintain our partnership with the Snowdonia Society. It's time that we all live in a more responsible world. This means that not only will you have a fabulous experience when you travel with Adventurous Ewe, you can do so whilst taking pride in knowing that you are helping support both of these fantastic causes.



For more info please visit:

<https://www.adventuroousewe.co.uk/cooearth-partnership/>



Cymdeithas Eryri
Snowdonia Society



IN SUPPORT OF

cooearth

YOU'RE IN SAFE HANDS

ADVENTURE SAFETY AND WELLBEING GUIDELINES

Adventurous Ewe puts the safety and well-being of you, our leaders & crew and the communities we visit at the centre of all our operations, always. Your safety and well-being is our top priority. We have implemented a range of changes and precautions focused on ensuring strong hygiene practices for all our adventures. This also includes ensuring our suppliers of accommodation and catering have strong hygiene practices in place too.

Please note that while these procedures take into account current WHO and government guidelines, it is a live document which we will update as new information becomes available about COVID-19.

- ✓ The maximum number of participants will be kept under 10 people per team.
- ✓ Pre-adventure briefings will be in a digital format for you to view 2 days prior to your trip.
- ✓ Hand sanitiser will be provided before, during and after your adventure and also carried by the crew.
- ✓ Your Leader/s and Crew, who are first aid qualified, will be operating under higher-level protocols for infection control and patient care. They will wear masks and gloves where appropriate.
- ✓ We will honour social distancing guidelines wherever possible during the adventure. If the 2-metre rule is unable to be maintained, please place yourself side by side, or facing away from each other, rather than face to face if possible.
- ✓ For any accommodation bookings included as part of your package, if you would prefer a single room / tent please let us know asap and we will make the arrangements for you dependent on availability. There will be an additional cost for this dependent on the hotel/tent transport, therefore please get in touch with us for further info at info@adventurousewe.co.uk.
- ✓ Any equipment or hire items such as bikes, helmets, kayaks, buoyancy aids and paddles, that we supply will be hygienically cleaned and sanitised. Items will not be used 72 hours prior to when you used it and they will not be used for 72 hours after your use.

- ✓ If there's a requirement whereby you need to share an enclosed space such as the cabs of vehicles, you should keep the window open for ventilation and you should be careful to avoid touching your face at all times. On leaving the enclosed space, wash your hands with soap and water for 20 seconds or use hand sanitiser if there are no washing facilities available.
- ✓ If you are feeling unwell, DO NOT attend the trip. For your own health and the well-being of others, please remain at home and rest until you are well again.
- ✓ To protect other members of the flock on your adventure, you should also remain at home if someone in your household is self-isolating.
- ✓ If you have been travelling overseas in the last 14 days, please DO NOT attend until further advised. Please contact us to discuss in further detail.

Friendly reminder:

- ✓ Participants & crew to maintain good hand and personal hygiene. Wash hands regularly with soap for 20 seconds and or an alcohol-based hand sanitiser before handling food and after being in public spaces and between activities wherever possible.
- ✓ Participants and crew to avoid touching eyes, nose and mouth and to cover their nose and mouth when coughing and sneezing with a tissue or flexed elbow.
- ✓ Participants, Leader/s and Crew to avoid sharing personal items.
- ✓ Participants will need to complete a 'Self Assessment Form' prior to travel,

Participants, crew and supporter health and safety remains a priority for Adventurous Ewe, and we will continue to monitor and follow the advice and directions of government and health experts.

If you have any queries, please feel free to contact us at info@adventurousewe.co.uk or call 01492 588 069. Thank-ewe.



COST

Deposit: £125 per person payable on booking

Remaining balance: £490 per person payable 6 weeks prior to start of trip

Please note, if you need to change your booking 60 days or more before the start date you can make flexible date change, subject to availability, without incurring any admin costs. If you need to cancel your booking 60 days or more before the event start date, you will be issued with a credit note to the value of your payment that you can use for another event of your choice, subject to availability.

You are welcome to fundraise for a charity of your choice if you wish to do so. All sponsorship monies are to be sent directly to your chosen charity.

INCLUSIONS & EXCLUSIONS

TOP TO TAIL WALES CYCLE CHALLENGE PACKAGE

INCLUDED

Pre-trip:

- Personalised event support in the lead up to your trip from Adventurous Ewe
- GPX file of the route
- Cycle training programme
- Discount on personal kit from Joe Brown, The Climber's Shop and ashmei athletic apparel both in shop and online
- Trip info supplied via mobile travel app, Vamoos, containing all the info you need to know before your challenge
- Digital trip briefing sent before your arrival in Snowdonia
- Public liability insurance
- Risk assessment and emergency management planning.

During your trip:

- Cycle leaders, support crew and bike mechanic
- Support vehicle and luggage transfers
- Full back-up support including first-aid qualified staff and first-aid supplies
- Entrance permission to national parks
- Snacks and water station checkpoints including antibacterial hand gel
- 3 nights accommodation (twin share basis)
- Meals per your itinerary (3 x breakfast & 3 x lunch)
- All challenge management before, during and post trip

CAN BE ADDED AT AN ADDITIONAL COST

- Hire bike and helmet including delivery, hybrid bike hire and collection at a cost of £85 per person
- Single room supplement at a cost of £45 per night per person (depending on availability)
- On completion of your Top to Tail Wales ride, there is a return shuttle service to Conwy for a cost of £85.00 per person including your bike.

NOT INCLUDED

- Bike insurance
- Clothing and equipment listed on your Kit List
- Getting to the start and from the finish of the trip
- Evening meals to allow you the flexibility to order what you wish following a long day in the saddle
- Accommodation on the last evening to allow you the flexibility to stay in Cardiff or return home
- Any costs incurred with leaving the trip early, ie. accommodation, travel, etc.
- Personal spending money.

KIT LIST

Good quality, durable kit could mean the difference between a fantastic event and an uncomfortable one. This is a list of recommended kit to take on your cycling Challenge. You will have access to a small kit bag which will be in the support vehicle and your main luggage will be transferred from hotel to hotel.

CLOTHING & KIT

- Cycling helmet** (must be worn at all times while cycling)
- Cycling shorts** (padded)
- Cycling jersey** x 2
- Cycling tights** for colder conditions
- Lightweight windproof gilet or jacket**
- Cycling gloves**
- Buff**
- Cycling glasses** (preferably with interchangeable clear/tinted lenses. Strong UVA/UVB protection preferable)
- Warm layer**
- Waterproofs**
- Clothes** for travel and the B&B's/hostels

BIKE KIT

- Bike** (we strongly recommend a road bike or touring bike in the first instance or a hybrid bike. Only use a MTB, if you are used to long distances on a MTB. We would recommend you fit road tyres and perhaps bar ends to give a more comfortable cycling position)
- Bike computer** with charger and bracket*
- LED lights**
- Water bottles and cages** x 2
- Puncture repair kit and pump**
- Gel seat***
- Camelbak***
- Any unusual spokes or bike parts**

FOOTWEAR

- Comfy footwear** for cycling
- Socks** at least 3 pairs (2 pairs for cycling)
- Trainers/comfy shoes/flip flops** for evenings
- Cycling shoes, cleats & pedals***
- Waterproof overshoes***

BAGS

- Duffle bag** – for the transport of your main luggage
- Small rucksack** - which can be put in the support vehicle on a daily basis which you will have access to at checkpoints and lunch stops
- Bike bag/bum bag/saddle bag** – which you can take with you on your bike
- Puncture repair bag** – which you can carry your puncture repair kit with you on your bike

TRAVEL ADMIN

- Bike insurance** policy
- Travel tickets** (if travelling by train)
- Debit/credit card/s**

ADDITIONAL ITEMS

- Hand sanitiser (essential) and face mask (optional)**
- Sunscreen and lip block** – SPF40 as a minimum
- Camera** – enclose in a dry bag
- Toiletries** – for overnight accommodation
- Towel** – small travel towel
- Personal First Aid** - please bring any personal medication plus paracetamol, ibuprofen, electrolytes, chamois cream, rehydration sachets, antibacterial hand gel and plasters/Compeed blister pads, zinc oxide or Rock tape, etc.
- Multi tool / Swiss army knife**
- Contact lenses** (plus spare glasses)*

NICE TO HAVE

- Favourite snacks**, both sweet and savoury
- Recovery** powders / drinks
- Duct tape** for emergency repairs – (wrap some around your water bottle rather than carrying a whole roll)
- Ear plugs/eye mask** for your accommodation
- Spare clothes** for casual wear.

(*optional)

EXCLUSIVE DISCOUNT CODES

To help you get the very best from your Adventurous Ewe Top to Tail Wales adventure we have teamed up with independent UK outdoor specialists:

Joe Brown and The Climber Shop who are kindly offering any members of our flock a 10% discount* in either Joe Brown / The Climbers Shops or online at <https://www.climbers-shop.com/>

Ashmei who produce sustainable high-performance sporting apparel. <https://ashmei.com/>

Exclusive discount codes will be provided when you sign up for this adventure.



For more info please visit:

<https://www.adventurousewe.co.uk/training-kit/>



ADVENTUROUS EWE

Big Adventures, Small Footprints

EST 2007

We not only want to make a difference to your life, your experiences and your stories, but to the lives, communities and environments of this awe-inspiring planet.

- We believe in epic goals, trailblazing adventures and pushing boundaries
- We cheer, salute and support every person stepping outside their comfort zone
- We celebrate the things that make us different and doing things that make a difference
- We dream big, aim high, inspire others and believe #ewecandoit



EPIC
ADVENTURES

CONTACT US

For any further info or any questions,
please feel free to contact us at:



01492 588 069



jim@adventurousewe.co.uk
susan@adventurousewe.co.uk



Online chat on our website at
<https://www.adventurousewe.co.uk/>



@Adventurous Ewe





Adventurous
ewe

We look forward to welcoming
you to our homeland of Wales for
this wheely wild adventure.

