



50K FOR MENTAL HEALTH UK

Mental
Health
UK

Highlights

- Welcome to the 50K for Mental Health UK
- You'll hike 50kms along the incredible Jurassic Coast, England's first UNESCO designated natural World Heritage Site
- Pass Durdle Door, one of the Jurassic Coast's most iconic landscapes with its natural limestone arch
- Witness the remarkable scenery of shipwrecks, Iron Age forts, WWII bunkers and impressive geological formations
- You'll be fully supported in your trekking adventure on the south coast of England
- Mental Health UK supporting people affected by mental health problems including friends, family and carers
- Your fundraising of £500pp will help to provide a better life for people with mental illness.



WELCOME

Overview

Starting in the coastal town of Swanage, the perfect base for the start of your 50K for Mental Health UK trek of the Jurassic Coast, your journey by foot along this World Heritage Site will reward you with views of sea-carved bays, crumbly cliffs and beaches scattered with fossils. Passing impressive and renowned sites such as Lulworth Cove, the spectacular natural limestone arch of Durdle Door and the Osmington White Horse.

Accompanied by friendly trekking guides, your route will also venture inland in sections where the landscape serves up vast Iron Age hill forts, chalk figures, fairy-tale castles and incredible stately homes. On reaching the seaside town of Weymouth with its sandy beach dotted with colorful beach huts and backed by Georgian houses, this will mark the finish of your epic one-day trek.

One night's accommodation, breakfast, lunch and snack-points will be provided.

Minimum sponsorship: £500 per person. Please send all sponsorship money directly to Mental Health UK.

We look forward to welcoming you to the Jurassic Coast for this epic trekking challenge.





TRIP SUMMARY



Activity: Trekking
Duration: 1 night & 1 day
Active days: 1 day (approx. 10 – 14 hours trekking)
Distance: approx. 50kms / 31 miles
Accommodation: Hotel (twin share basis)
Premier Inn
Gateway Business Park
Mercery Rd
Weymouth, DT3 5HJ

Group size: 30 - 60 people
Level of difficulty: ■■■■
Dates: 7th – 8th June 2024 (trek on 8th June)
Fundraising for: **Mental Health UK**
£500 per person
Please send all sponsorship monies directly to Mental Health UK.

ROUTE MAP

Get ready for an adventure

Elevation

Total ascent: 5726 ft



TREK: approx. 50kms / 31 miles

STARTING POINT: Memorial Park, Swanage, BH19 1LB

FINISHING POINT: Near Weymouth War Memorial, DT4 7AX

STARTING POINT LOCATION MAP

Memorial Park, Swanage BH19 1LB



NEAREST CAR PARK & COACH DROP OFF POINT

Main Beach (Victoria Avenue) Long Stay Car Park & Coach Drop-off Point
Information Centre, A351, Swanage BH19 1PW

STARTING POINT LOCATION MAP

Main Beach Car Park & Coach Drop-Off Point to Swanage War Memorial – 7 minute walk



Public loos near start



ITINERARY

2 boots. 50kms. 1 epic journey on foot

DAY 1

ARRIVE IN WEYMOUTH

Make your own way to the [Premier Inn Gateway Business Park Weymouth](#). There is free car-parking on premises. If you are planning to catch a train to Weymouth train station the hotel is 1.8 miles from the station.

Premier Inn address:

Gateway Business Park, Mercery Rd, Weymouth DT3 5HJ
Tel: 01305230771

Briefing:

At **19:00** there will be a trip briefing held outside the hotel. The briefing will go for approx. 30 minutes and following this you are welcome to make your own dinner arrangements.

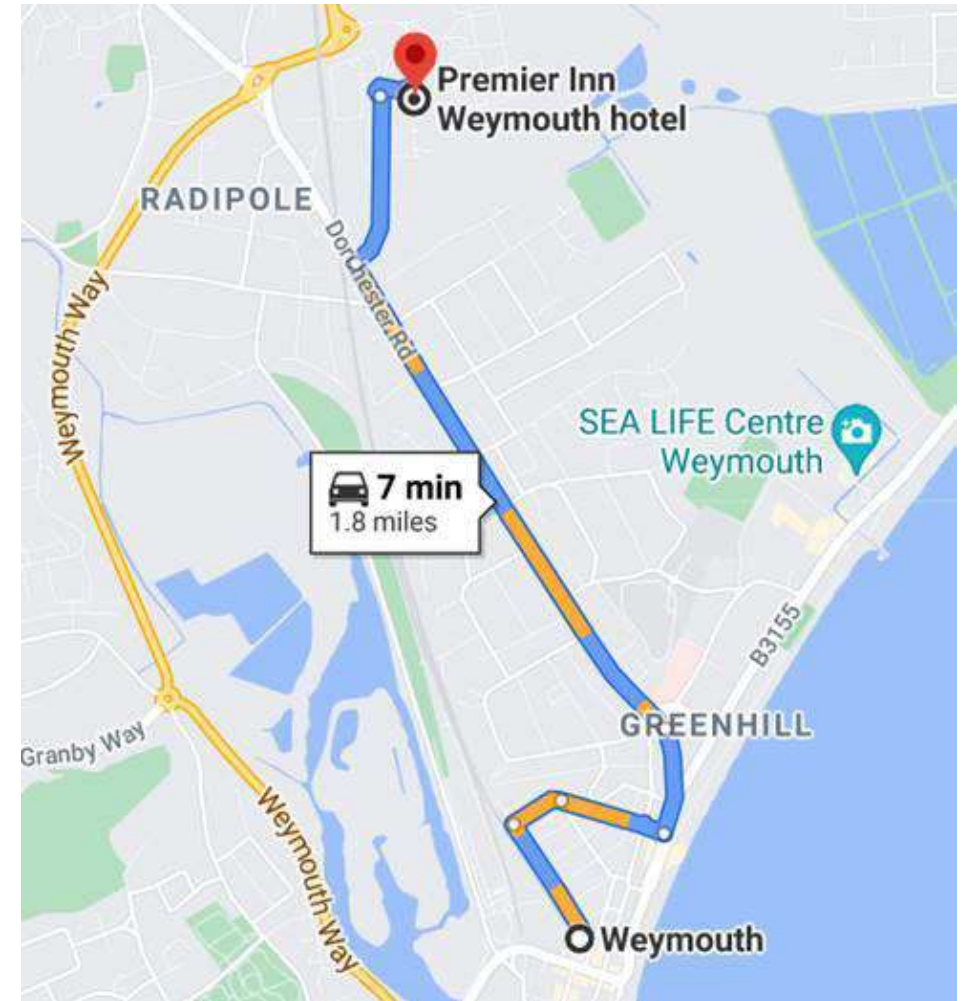
If you are unable to make the briefing, please let Jim know via 07747 346 588 as we can provide you with a briefing the following morning prior to the start of your adventure.

You are most welcome to have dinner at the hotel at their [Beefeater Restaurant](#), though you will need to make a booking in advance. Please visit:

https://www.beefeater.co.uk/en-gb/locations/dorset/weymouth?cid=GLBC_40535515

Included

Accommodation: Hotel (twin share basis) or single rooms for those who have pre-booked and incur a single room supplement
Meals: Not included



Weymouth train station to the Premier Inn Gateway Business Park

ITINERARY

2 boots. 50kms. 1 epic journey on foot

DAY 2

YOUR BIG TREKKING DAY

With a big adventure ahead, it's time to rise & shine early. There will be a lite breakfast provided before boarding the coach transfer. Please ensure any kit small bags are loaded into the support vehicle by **5.45am** and the coach will depart the hotel promptly at **6.00am** for your transfer to Swanage for the start of your trek. Please ensure you wear your face mask and use the hand sanitiser prior to boarding the coach. The transfer will take approximately 1 hour.

THE 50KM TREK

Your trekking adventure starts from **Swanage Memorial Park** at **7.00am**. You will take part in this epic journey by foot accompanied by your friendly Adventurous Ewe Leaders. Leaving the shores of Swanage your route will take you inland towards the iconic Corfe Castle. The castle is a fortification standing above the village of the same name on the Isle of Purbeck. Built by William the Conqueror, Corfe Castle dates to the 11th century and commands a gap in the Purbeck Hills and is where you will be greeted with your first checkpoint. After a quick stop for some snacks and refilling of your water bottles, you will head south from Corfe and make your way back to the coastline. Tackling the rolling hills with continuous ascents and descents as you reach the spectacular Jurassic Coast, England's first natural World Heritage Site, encompassing 185 million years of the Earth's history. Your tiring legs will be distracted by the incredible and changing views of fossil-rich, dark-clay Jurassic cliffs, pockets of much younger, creamy-coloured Cretaceous rocks and the vast shoreline of the English Channel. There's great levels of contentment knowing you can walk many millions of years in geological time in just 50K.

On reaching Kimmeridge Bay, it's time for a quick break to pick up your packed lunch and it's also the perfect chance to make use of the toilet facilities available. This stunning area features some of the most important geology anywhere on the Jurassic Coast. It also boasts some of the area's most accessible marine wildlife. It's then time to start heading back uphill again and pass the Clavell Tower, a Grade II listed Tuscan style tower built in 1830.

Having a break from the coastal cliffs, you will trek the undulating green hills before reaching the clear blue waters and beautiful white pebble beach of Lulworth Cove. The charismatic hamlet of Lulworth Cove is a picturesque jumble of thatched cottages and fishing gear. Further along you will then spot one of Dorset's most photographed and iconic landmarks, Durdle Door, an impressive natural limestone arch. This immense, sea-fringed, 150-million-year-old Portland stone arch was created by a combination of massive earth movements and erosion which is framed by shimmering bays. There will be another checkpoint near Durdle Door allowing you to restock on snacks and refill your water bottles.

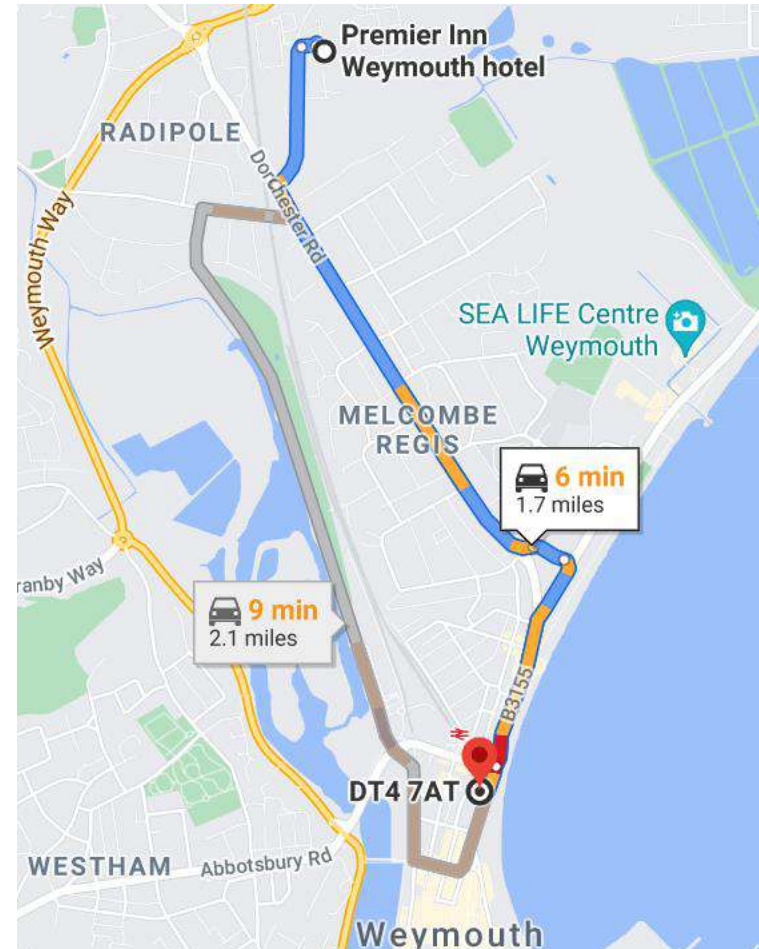
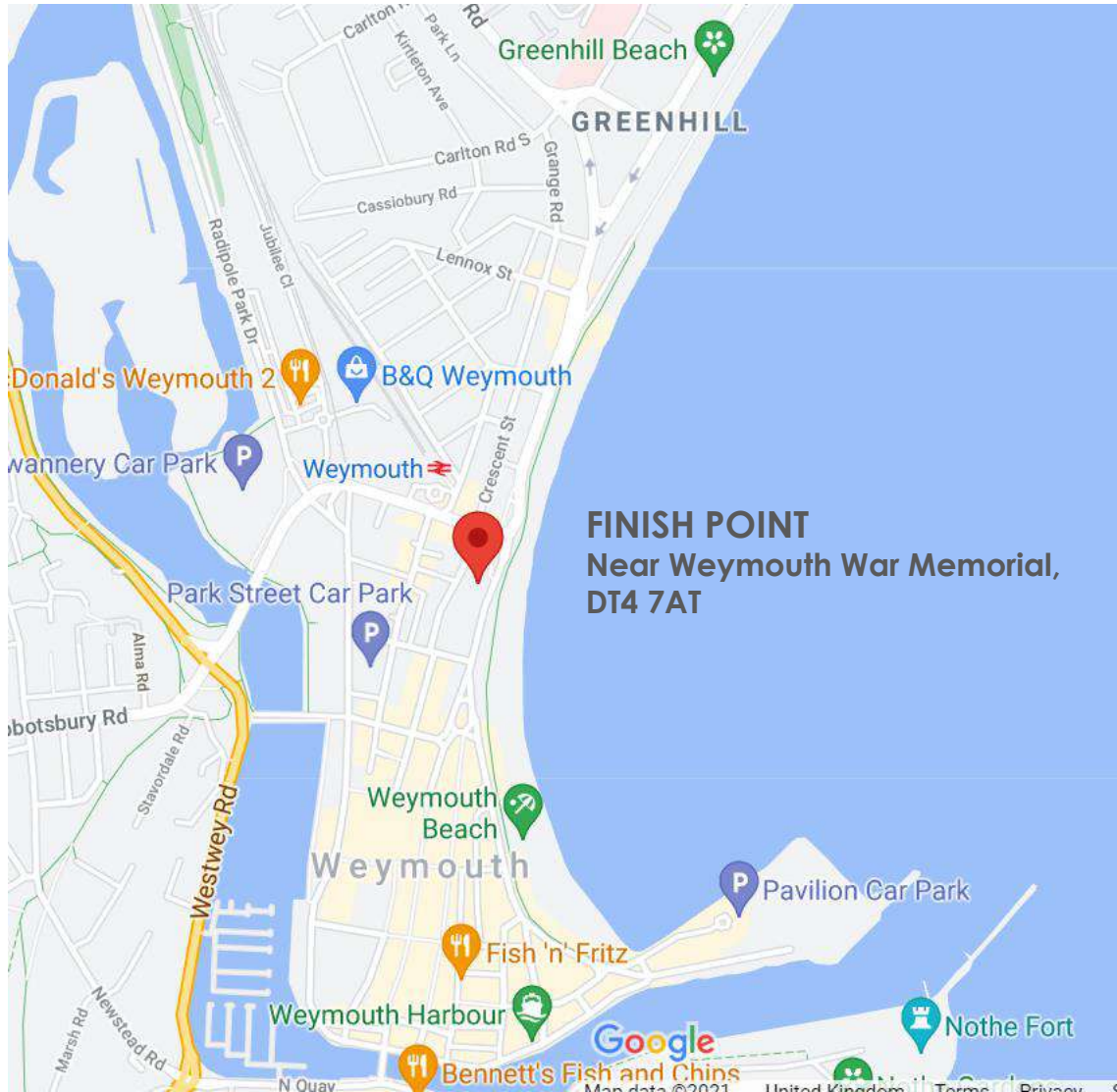
Finally passing through coastal hamlet of Osmington Mills soon to follow will be the magnificent views of Weymouth Bay marking the finish of your epic 50K trek. This view will act as a magnet and draw you to the sandy shores of Weymouth filled with a huge sense of achievement and pride in completing this amazing one day challenge in support of Mental Health UK.

Celebratory drinks and snacks will be provided at the finish so you can mark your achievement with your fellow team-mates.

Included

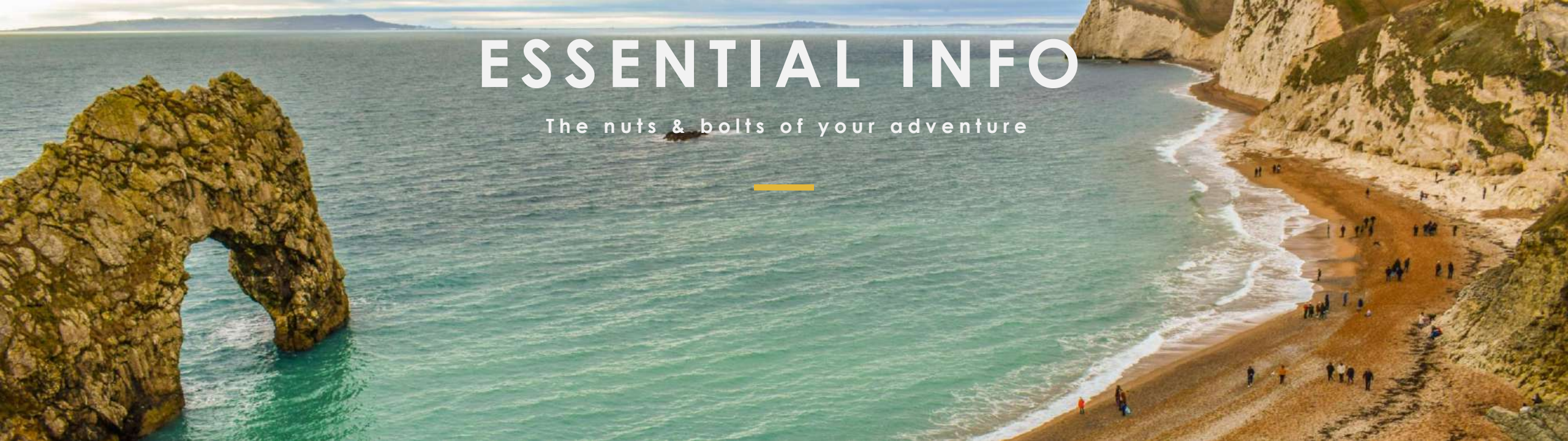
Transfer: Coach transfer to start. This must be pre-booked and £10 paid prior to departure. To book your place please email susan@adventurousewe.co.uk
Meals: Breakfast, packed lunch and snacks
We recommend bringing your own favourite snacks for the trek and ensure you have the bottle capacity to carry a minimum of 2 litres of water in your day-pack.

FINISHING POINT LOCATION MAP



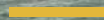
On completion of your trek, you are welcome to organise a taxi to take you to your accommodation place.

Local taxi companies:
Bee cars: 01305 77 51 51
Fleetline taxis: [01305 777333](tel:01305777333)



ESSENTIAL INFO

The nuts & bolts of your adventure



Safety & well-being

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 and as such we have implemented a new operational procedures focused on safety and strong hygiene practices for all our adventures.

The May 50K will require preparation as the challenge is designed to take you out of your every-day comfort zone and achieve something amazing. Rest assured we have a thorough Safety Management System, in-depth risk assessments and risk management systems in place.

You're in safe hands with Adventurous Ewe.

Leaders & crew

You will be accompanied by certified Adventurous Ewe Leaders for the duration of the trek.

Our Leaders are first aid qualified and have extensive experience in leading trips throughout the UK. They will be ultimately responsible for the running of the itinerary and the safety of your group.

Leaders and Crew will carry full 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 and base throughout your adventure.



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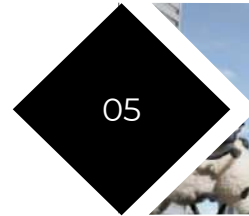
Group size

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

The minimum group size to run this trek is 30 people and the maximum group size is 60 people.



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Event grading

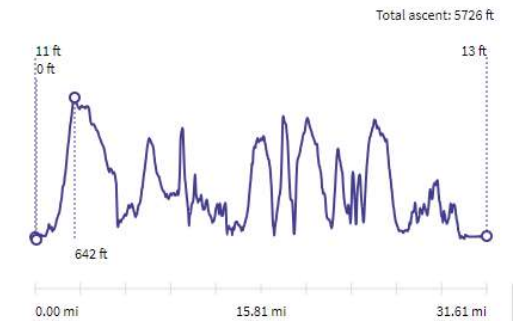
The 50K for MHUK is graded as a 'Tough' challenge given you will be trekking along the undulating coastline of the Jurassic Coast for between 10 – 12 hours.

There are some steep ascents and descents on uneven terrain plus covering 50km in distance makes for a really tough one-day trek.

Weather conditions can be a major influence on this trek as well giving its coastal location, strong sea breezes can be a factor. However, training, preparation, quality kit and a good dose of gritty determination & endurance will see you get the most enjoyment and reward from this event.

Please check the Met Office weather forecast prior to your trek so you are sufficiently prepared.

Elevation



Training

We strongly recommend doing both cardio and strength training in preparation for this challenge.

A bespoke training programme will be provided when you join this event to help you with your preparations.

For more info and offers with our training partners, please visit <https://www.adventurousewe.co.uk/training-kit/>

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 and exclusive Adventurous Ewe discount code for independent outdoor retailers **Joe Brown, The Climbers Shop** and **ashmei** athletic apparel are included in this document.

Rest assured any equipment that we supply will be hygienically cleaned and sanitised and was not used 72 hours before you use it and will not be used for the next 72 hours.



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Adventure with purpose

Adventurous Ewe is a **Snowdonia National Park Gold Accredited Ambassador** and **Snowdon Visit Specialist**. 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.

Internationally we support the leading climate change charity **Cool Earth** and invest a % of our revenue into supporting their sustainable conservation projects around the world. This partnership means 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.



WHO IS 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.

AITO

Following a rigorous assessment process, Adventurous Ewe is delighted to be a member of AITO, the association for specialist travel companies. The membership is formed of companies, usually owner-managed, who strive to create travel experiences with high levels of professionalism and a shared concern for quality and personal service. The Association promotes the unique range of its members' travel packages and encourages the highest standards in all aspects of tour operating. Our membership also dictates that we have financial protection for all our trips and other arrangements (including accommodation only) booked by you.

Travelife Partner

Travelife Partner Award Adventurous Ewe complies with more than 100 criteria, related to an operator's office management, product range, international business partners and customer information. The Travelife Partner level standard is covering the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights, and labour relation. Mr. Naut Kusters, manager of Travelife for Tour Operators, "I am delighted to see that sustainability in the tour operator sector is obtaining momentum. The Partner award of Adventurous Ewe will inspire other companies in Europe to follow the same path". Travelife is the leading international sustainability certification for the travel sector. More than 35 national travel associations are promoting the scheme to their members including, SMAL, APAVT, UHPA, ANVR, ABTA, PATA and more.

Tourism Declares Climate Emergency

As part of being part of Tourism Declares a Climate Emergency, we have put in place an action plan to reduce our carbon emissions in the next 12 months.

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

Glasgow Declaration

Launched at COP26, the Glasgow Declaration aims to unite everyone in the tourism sector around a common set of pathways for climate action. As a signatory, Adventurous Ewe commits to:

- Support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050;
- Deliver climate action plans within 12 months from becoming a signatory and begin implementing;
- Align plans with the five pathways of the Declaration (Measure, Decarbonise, Regenerate, Collaborate, Finance) to accelerate and co-ordinate climate action in tourism.



For more info please visit: <https://www.adventurousewe.co.uk/tourism-declares-a-climate-emergency/>

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 fabewelous 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.

Snowdonia National Park Ambassador

Adventurous Ewe have been a founding member of the Snowdonia National Park Ambassador Scheme since 2019. The scheme was formed to strengthen links between stakeholders working within the tourism industry and the National Park and provide training to create a greater understanding and knowledge about the area's natural and cultural resources, in order to improve the overall visitor and local experience.

For more info please visit: <https://www.adventuroousewe.co.uk/about-us/adventurous-ewes-partnership-with-cool-earth/>

COOL EARTH



TOP TIPS

Jurassic Coast 50K

- Start training as soon as you sign up! Start with small walks and build up.
- Be prepared. Be cardio and strength fit as the more you are prepared, the more you will enjoy this epic trekking experience
- Train in your trekking kit; including wearing of your rucksack with weight inside, in varying weather conditions so you know your kit is both suitable and comfortable for the big challenge
- Have two bags – a daypack for the trek with your trekking kit (waterproofs, warm layers, beanie, gloves, snacks, water, first aid & any medication) and your main luggage/travel bag which you can either leave in your accommodation place or vehicle
- Dress the part and layer up - base layer, insulating layer and shell. Base layer t-shirt that wicks perspiration away from your skin (merino wool base layers are ideal), a mid-layer that insulates you from the cold and a shell layer that keeps wind and moisture out
- Pack your kit inside a dry bag for the trek
- When training and when completing the trek – ensure you stay well fuelled with nutritious snacks and stay hydrated
- Look after your feet – blister prevention. Check out [Fixing Your Feet](#)
- Trekking poles are a great way to provide stability and support your knees whilst hiking. Try them during your training
- Bring some of your favourite snacks. Remove as much packaging as you can before taking it on the trek (less litter to carry)
- Bring your own water bottle, camelbak/platypus and flask that you can refill and avoid plastic bottles
- **Most importantly.....SMILE AND ENJOY THE EXPERIENCE!**



INCLUSIONS & EXCLUSIONS

INCLUDED

Pre-trip:

- Personalised trip support in the lead up to your trek from Adventurous Ewe
- Training guide
- Discount on personal kit from independent specialist outdoor retailers both in shop and online
- Trip info supplied via our free personalised platform
- Public liability insurance
- Risk assessment and emergency management planning

During your trip:

- One night's accommodation (twin share basis)
- Certified trekking leaders who will accompany you on the trek
- Checkpoints and support crew
- Support vehicle
- Full back-up support including first-aid qualified staff and first-aid supplies
- Breakfast, snacks, water and homemade packed
- Celebratory fizz and snacks on completion of the challenge
- All trip management and hygienic cleaning procedures of equipment before, during and post adventure.

NOT INCLUDED

- Transfer from accommodation to starting point in Swanage @ £15 per person (must be booked & paid in advance) by contacting susan@adventurosewe.co.uk
- Single room supplement @ £65 per person per night
- Accommodation the night after your trek. Nearby hotel, hostel and campsite recommendations will be provided
- Clothing and equipment on your Kit List
- Personal spending money
- Any expenses incurred with leaving the trip early ie. hotel accommodation or change of travel costs.

KIT LIST

Good quality, durable kit could mean the difference between a fantastic trek and an uncomfortable one. This is a list of recommended kit to take on your trekking journey.

CLOTHING

- Waterproofs** - breathable waterproof jacket that has a good hood. Waterproof over-trousers – it is recommended that they have a long/full length zip so you can put them on whilst still wearing boots. Both of these items are essential
- Fleece Jacket**, wind-stopper or light weight down jacket (ideal to keep warm when you stop for a break particular in windy or cooler conditions)
- Trousers** - synthetic / nylon or polyester comfy trekking trousers. Zip off legs are ideal for warmer weather conditions. Avoid cotton they absorb moisture easily and thereby have a cooling effect
- Shorts** – if the weather forecast is for warm weather. Avoid cotton fabric
- Headwear** - warm woolly hat and cap/sunhat
- Buff** – for sun protection and warmth
- Gloves** – warm wind-stopper gloves
- Wicking/merino wool t-shirt** – for trekking
- Long sleeved wicking top** – for sun protection
- Casual clothes** for the evenings and travel
- Sleepwear** for the hotel
- Underwear** – recommend merino wool

TRAVEL ADMIN

- Travel tickets ie. train tickets**
- Debit/credit cards**
- Cash for taxi's**

FOOTWEAR

- Hiking boots** – well-worn in with ankle support and waterproof for the hike
- Trainers** – or other comfy shoes for casual wear
- Socks** – recommend merino wool hiking socks and bring a spare pair to change into during your trek
- Flip-flops or sandals** – for post trek

BAGS

- Overnight bag** – which you can leave any items not needed during your trek. This can be left in your accommodation place or vehicle
- Small kit bag/day pack** – which you can leave on the support vehicle with a change of clothing & socks, additional snacks, electrolytes, etc.
- Daypack** – 20 - 25 litre rucksack to carry your kit required on the trek. An internal dry bag and/or rain cover is recommended
- Please ensure you clearly mark all your bags with your name

EQUIPMENT

- Water bottle** – (essential) 2-3 litre capacity or a platypus / camelbak system
- Thermos** – (optional) if you wish to take a hot drink on the trek (ideal for wet weather)
- Head torch** & spare batteries (essential)
- Sunglasses** – strong UVA/UVB protection preferable
- Trekking pole(s)** - optional. Please train with these

ADDITIONAL ITEMS

- Hand sanitiser** (essential)
- Snacks** - a combination of both quick-release energy from sugar and slow-release energy from ingredients such as oats, cereals & trail mix
- Electrolytes** – for your water bottle
- Sunscreen and lip block** – SPF50 as a minimum
- Camera** – enclose in a dry bag
- Toiletries** – including biodegradable loo paper, dog poop bags, biodegradable soap / shampoo/conditioner, travel hand soap, eco-friendly wet-wipes, toothpaste & bamboo toothbrush, deodorant, lip balm, etc.
- Light-weight micro-fibre towel**
- Personal First Aid** - please bring any personal medication plus paracetamol, ibuprofen, antihistamines, rehydration sachets, antibacterial hand gel and plasters/Compeed blister pads, zinc oxide or Rock tape, etc.

NICE TO HAVE

- Duct tape** for emergency repairs – (wrap some around your trekking pole or water bottle rather than carrying a whole roll)
- Ear plugs** for hotel
- Spare dry bag** for dirty or wet clothing
- Multitool/Swiss army knife**
- Power-bank for charging your mobile phone**

EXCLUSIVE DISCOUNT CODES

To help you get the very best from your Adventurous Ewe trip we have teamed up with independent UK outdoor specialists:

KIT DISCOUNT CODE

Independent UK outdoor retailer, **Crib Goch Outdoors**, are kindly offering any members of our flock a 15% discount* either instore or online at: <https://www.cribgochoutdoor.com/>

CODE: EWEGET15

CHANGING ROBES DISCOUNT CODE

Independent UK outdoor retailer, **smoc smoc**, are kindly offering any members of our flock a 15% discount* online at: <https://www.smocsmoc.co.uk/> valid for their waterproof smocs only.

CODE: EWE15



For more info please visit:

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

CONTACT US

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



Adventurous Ewe: 01 492 588 069
Mental Health UK: 020 7840 3118



jim@adventurousewe.co.uk
susan@adventurousewe.co.uk
Events@mentalhealth-uk.org



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



@Adventurous Ewe



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We look forward to welcoming you to the spectacular Jurassic Coast for this epic trek in support of Mental Health UK.

