

# THE TRUSSELL TRUST SNOWDON CHALLENGE



## Highlights

- PRIVATE EVENT: for Corporate Partners of The Trussell Trust only
- Snowdon Triple Challenge (Yr Wyddfa) – Bike it. Hike it. Paddle it
- The best way to experience Snowdonia in one action packed day
- Tackle all terrains as you cycle, trek and kayak in the wildness of Wales
- Pedal along country lanes through picturesque valleys and farmlands
- Conquer the highest peak in England & Wales, Snowdon (Yr Wyddfa), via the quieter route of the Snowdon Ranger Path
- Paddle Llyn Padarn, an impressive glacially formed lake nestled amidst some of Snowdonia's most spectacular scenery
- All bike & kayak hire equipment included
- Fully supported event accompanied by friendly local Leaders in aid of [The Trussell Trust](#)



# WELCOME

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### Overview

Experience the rugged landscape of Snowdonia (Eryri) with this one day action packed challenge of cycling, trekking and kayaking.

This event created by Adventurous Ewe showcases the stunning landscapes across Snowdonia and gives you the chance to experience a variety of activities along the way. The event also supports the local communities in terms of using local leaders & crew, local accommodation and catering providers.

In teams you'll complete each leg of the Snowdon Challenge accompanied by one of our friendly leaders. There'll be checkpoints in-between each activity to provide you with snacks to refuel, a home-made packed lunch of local produce and you'll have the chance to refill your water bottles and flasks.

All equipment hire is included – bikes, helmets, double sit-on-top kayaks, buoyancy aids & paddles.

You don't have to be a pro at cycling or kayaking, just have an adventurous spirit which will see you conquer this 24.5-mile route in the epic Snowdonia landscape.

This private event is for the corporate partners of The Trussell Trust only to help support a nationwide network of food banks and provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK.

If you have any questions, please get in touch with us at [info@adventurousewe.co.uk](mailto:info@adventurousewe.co.uk) or call 01492 588 069.







# TRIP SUMMARY



<b>Activity:</b>	Hike, bike & kayak	<b>Group size:</b>	20 - 60 people
<b>Duration:</b>	Event briefing the night prior to the event	<b>Event grading:</b>	<div><div></div><div></div><div></div><div></div></div>
<b>Active days:</b>	1 day		<b>Moderate / Challenging</b>
<b>Distance:</b>	Approx. 24.5 miles to an altitude of 1085m	<b>Dates:</b>	<b>Event briefing:</b> Fri 8 Sept 23
<b>Accommodation:</b>	Not included		<b>Event:</b> Sat 9 Sept 23
<b>Sponsorship:</b>	<b>Deposit:</b> £75 per person payable on booking <b>Sponsorship:</b> £500 per person sent directly to The Trussell Trust	<b>Event briefing:</b>	<b>The Royal Victoria Hotel</b> <b>18:00 – 19:00</b> in the <b>Dinorwig Room</b>

# ROUTE MAP

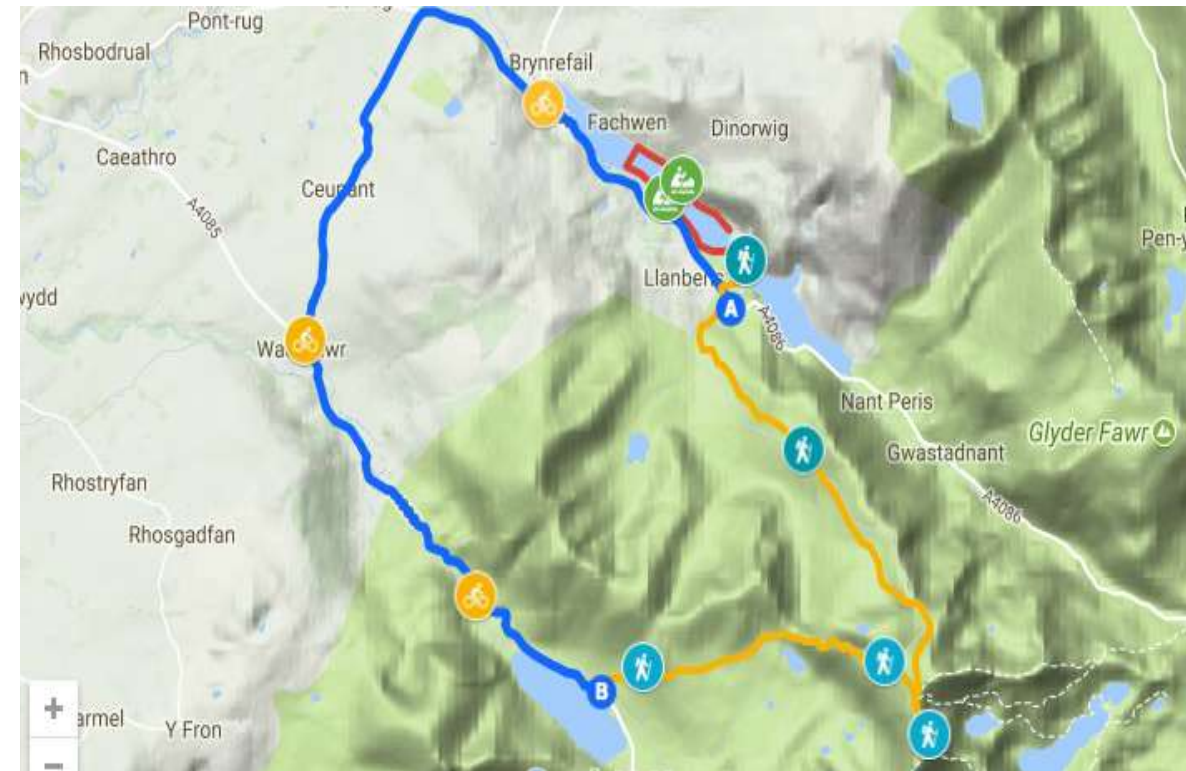
Get ready for an adventure



**BIKE:** 10 miles (220m ascent & 180m descent) on road & cycle paths Hire bike & helmet included or you are welcome to bring your own bike &/or helmet

**HIKE:** 9 miles (945m ascent & 1060m descent) on mountain trail & rocky paths Ascent via Snowdon Ranger Path and descent via Llanberis path.

**KAYAK:** 2.5 miles, dependent on weather conditions, on lake Two-person sit-on-top kayaks with buoyancy aid & paddle hire included.





# ITINERARY

2 boots. 1 bike. 1 kayak. 24.5 miles. 1085m of ascent. 1 epic journey

## DAY 1 – Friday 8 September 2023

### ARRIVE IN SNOWDONIA

#### Arrival and Event Briefing

Please make your own way to the colourful mountain village of Llanberis in Snowdonia National Park for your Event Registration & Briefing in the [The Royal Victoria Hotel](#).

Your Event Registration & Briefing will take place from **18:00 – 19:00** in the **Dinorwig Room**. Here you will be allocated your teams and the order in which you'll take part in the following days activities.

Please note, dinner & overnight accommodation is at your own organisation & expense allowing you the flexibility to eat & stay where you wish.

We recommend:

[The Royal Victoria Hotel](#)

[Plas Coch B&B](#)

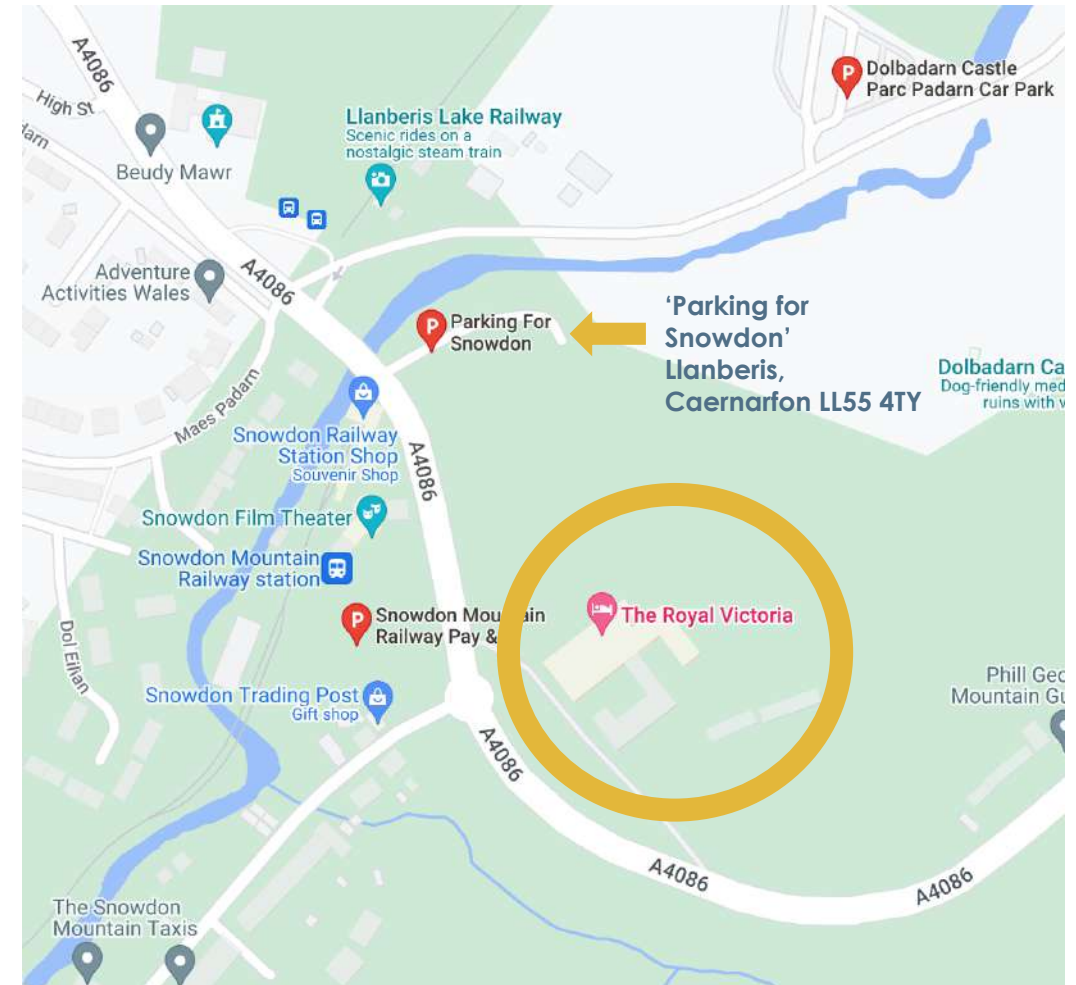
[Dol Peris Guesthouse](#)

#### Included in Package 2

Accommodation:	Not included
Meals:	Not included

#### Car-parking

If you are driving to The Royal Victoria Hotel for the Event Briefing and the Event, please park in 'Parking for Snowdon' (LL55 4TY) which is located adjacent to the hotel and a 2 minute walk away. Car-parking fees apply.



# ITINERARY

2 boots. 1 bike. 1 kayak. 24.5 miles. 1085m of ascent. 1 epic journey

**DAY 2 – Saturday 9 September 2023**

## **ADVENTURE DAY**

**Bike - approx. 10 miles (220m ascent & 180m descent)**

**Trek - approx. 9 miles (945m ascent & 1060m descent)**

**Kayak - approx. 2.5 miles**

**Briefings:** You will receive a safety briefing prior to each activity and be accompanied by a Leader for each leg of this challenge. The order in which you do each activity will be provided at the Event Briefing held the night before at the Royal Victoria Hotel. In teams of up to 10 people, you'll complete each leg of the challenge.

**Cycling section:** Following your bike allocation and safety briefing, it's time to jump in the saddle to start pedalling a stunning route around Snowdonia National Park. Your journey takes you along the shores of Llyn Padarn and Llyn Cwellyn, through beautiful Welsh countryside and quaint villages with the peak of Snowdon looming in the distance. This section should take around 1hr and 15 mins to complete.

**Hiking section – Snowdon (Yr Wyddfa):** Now its time to start your ascent of the highest peak in Wales, the mighty Snowdon (Yr Wyddfa) at 1085m. You'll ascend via one of the more quieter routes, the Snowdon Ranger Trail on the west side of the mountain which carves its way through picturesque farmlands, past beautiful lakes and then follows the ridgeline all the way to the summit. On reaching the peak, there's time for a victory photo and a quick breather before your descent to the northwest via the more gradual Llanberis Path, finishing in Llanberis itself. Please note, depending on the sequence of your activities you may do these hiking routes in the reverse order.

**Kayaking section:** Following a safety briefing and kayaking tuition, in pairs you'll climb aboard your double-sit-on-top kayaks and paddle a circuit around Llyn Padarn. On a clear day, you may even catch a glimpse of the summit of Snowdon (Yr Wyddfa) whilst you paddle this glacially formed lake.

**Lunch packs and checkpoints:** You will receive a homemade packed lunch provided by a local cafe who uses local produce. You are welcome to eat your lunch whenever you wish during your challenge. There will be checkpoints / snack stations in-between each activity where you can help yourself to some snacks and refill your water-bottles. We also recommend bringing some of your own favourite snacks to fuel you for your multi activity challenge.

All being well, you should finish around 4.00pm – 5.00pm

## **Included**

Equipment:

Bike & helmet, kayak, paddle and buoyancy aid

Meals:

Homemade packed lunch and snacks

Breakfast is included in 'Package 2' at the hotel

# TRAVEL APP

Once signed up, all your trip details and updates will be available through our free travel app. It's accessible 24/7 and the excitement will build with the countdown to your adventure starts. Plus no more paper, A'ppy days.



## 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, sustainable travel tips, etc.



## OTHER INFO

Weather, maps, etc.





# ESSENTIAL INFO

The nuts & bolts of your adventure



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## Safety & wellbeing

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.

Your Snowdon Challenge will require some 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 with Adventurous Ewe.



## Leaders & crew

You will be accompanied by certified Adventurous Ewe Leaders for each activity together with a support crew. We aim to use our local leaders and crew who are based in Snowdonia for this adventure.

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 mountain 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.

## 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 for this trip to run is **20 people** and the maximum group size is **60 people**.



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## Event grading

The Snowdon Challenge is graded as 'Moderate to Tough' dependent on weather conditions. Preparation is key to help you get the most enjoyment and reward from this adventure. A good level of fitness, endurance and some gritty determination will help you conquer each of the activities.

**Bike section:** the cycling is on roads and cycle paths and can be completed on road, hybrid or mountain bikes. The route is undulating with one hill climb and should take approx. 1 hour to complete.

**Trekking section:** the route follows established paths which are rocky and uneven. There are no technical climbing sections. Hiking boots are highly recommended given the uneven terrain and mountainous weather conditions. The trek should take approx. 5 – 6 hours to complete.

**Kayaking section:** previous kayaking experience is not required for this challenge as full instruction and support will be provided. As a safety precaution we recommend that you're able to swim 25m in distance. If you are not a confident swimmer please let us know so we can make the necessary plans. The kayak should take approx. 45 mins – 1 hour to complete.

Preparation is key to help you get the most enjoyment and reward from this challenge.

## Training

A bespoke training programme will be provided when you join this trip to help you with your preparations. Feel free to visit our [Training & Preparation](#) page for more info.

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 can be found on page 15 of these Trip Notes.

Independent UK outdoor retailer, **Crib Goch Outdoors**, are kindly offering Adventurous Ewe participants a 15% discount\* in either instore or online

at: <https://www.cribgochoutdoor.com/>

**Discount code: EWEGET15**



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## 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. 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](mailto:jim@adventurousewe.co.uk)

[susan@adventurousewe.co.uk](mailto: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.





# 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**

# CARBON FOOTPRINT

We've crunched the numbers to work out the total carbon footprint of the Snowdon Challenge, and plant or protect enough trees to suck 2x as much back out the atmosphere.

## What's the number?

It works out on average at **29kg** of CO2 emissions per person, including all local transport, accommodation, food, activities, leaders, crew and office operations. The only thing not included is travel to Snowdonia. Given that participants travel from all parts of the UK for this adventure we have no way of reliably knowing their travel plans therefore we're unable to include an individual number in the figure on display here.

## What does the number mean?

To give some meaning to the numbers:

- Driving 20 miles in the car: 5.6kg CO2e
- The average UK person per day: 41kg CO2e
- A typical Dubai hotel room for the night: 99kg CO2e
- An economy ticket from London to Ibiza: 206kg CO2e
- An economy ticket from London to Vietnam: 1,352kg CO2e
- A business class ticket from London to Vietnam: 3,922kg CO2e
- 10 trees in a temperate forest are estimated to remove approx. 250kg of CO2 from the air over a period of 5 - 10 years.

## What are we doing about it?

Our adventures are relatively low-carbon by design, and we're working to develop long term carbon reduction plan. Following much research into climate change organisations, we carefully selected to support the environmental charity, [Cool Earth](#). They're a sustainable operation and work with rainforest communities across the globe to halt deforestation and it's impact on climate change. We invest 1% of our revenue into supporting critical conservation projects world-wide with [Cool Earth](#).

On a local level here in the UK, we're an ongoing [business member](#) of the Snowdonia Society, plus Jim and Sue, together with some of our local leaders, also help the Society with their local projects such as planting native trees in Snowdonia. This is to help preserve the landscape and enhance wildlife habitat here in Snowdonia.



## TOURISM DECLARES CLIMATE EMERGENCY

### Want to know more?

We believe that with great travel, comes even greater responsibility. Tourism is one of the most important and largest industries on the planet. It employs more people worldwide than any other, with millions of families relying on tourism for their daily needs. At Adventurous Ewe we believe that our type of small scale, positive impact tourism can bring benefits to many communities, help preserve the environments we travel to see, and provide real and positive social exchanges. [Here](#) is our plan to do our part towards helping reduce factors that we can contributing to climate change as part of [Tourism Declares a Climate Emergency](#).



# 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. This financial protection applies to customers who are resident in the UK at the time of booking and to most overseas customers who have booked directly with the member. In doing so, the member must comply with UK government regulations.

## Responsible Travel

We are proud to be a member of Responsible Travel, a community of tourism businesses who care passionately about their destinations. As part of this partner-sheep, we are committed to responsible tourism to deliver more authentic travel experiences, and improved benefits to local people and places.

## 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.

## 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](http://www.futureoftourism.org). #FutureofTourism

For more info please visit: <https://www.adventurousewe.co.uk/pre-trip-info/travel-with-confidence/>



# Bike it! Hike it! Paddle it!

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# KIT LIST

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

## BAGS

- ☐ **Main kit bag (duffle bag)** – with all your items not needed whilst on the trip itself. This can be stored at the hotel or in your car
- ☐ **Daypack** – 20 – 25 litre for trekking and can be used on the bike section to carry essentials. A rain cover is ideal
- ☐ **Dry bags** – can be used for all activities and also for additional storage of items between activities
- ☐ **Reusable cloth bag** for shopping (to avoid plastic bags)
- ☐ Please ensure you clearly mark all your bags with your name

## CLOTHING

- ☐ **Water-proof jacket with hood AND water-proof trousers.** It is imperative to have good quality water-proof clothing which is breathable. We recommend the following fabrics: Gore-Tex Pro, Gore-Tex or Páramo.
- ☐ **Wind-stopper jacket** or a **soft-shell jacket** which is wind-proof
- ☐ **Midlayer** or **fleece**
- ☐ **Trekking trousers** - trekking trousers with zip off legs are ideal if it is warm. Avoid cotton. Option for women to wear leggings
- ☐ **Base layers** (merino wool or wicking fabric) long-sleeved top x 1 and long johns x 1 (weather dependent)
- ☐ **Wicking t-shirts** for trekking and cycling
- ☐ **Shorts** (optional) for trekking and cycling
- ☐ **Cycling gear** – you are welcome to wear cycling clothing if you wish and high vis is recommended. You will have the opportunity to change into your trekking clothes after completing the cycling leg
- ☐ **Buff** – used for sun protection and warmth
- ☐ **Beanie** - for warmth on the mountain
- ☐ **Gloves** – thermal for the mountain. Cycling gloves are optional
- ☐ **Underwear** – wicking or merino wool base

## FOOTWEAR

- ☐ **Hiking boots** – well-worn in trekking boots with ankle support and waterproof
- ☐ **Trainers** – for cycling and kayaking
- ☐ **Socks** – minimum of 2 pairs of merino wool or synthetic trekking socks especially if the forecast is for poor weather conditions. Wicking socks for wearing with trainers for bike & kayak. Please ensure you trial your sock-wear prior to your trip to ensure your sock choice is suitable for your feet.
- ☐ **Flip-flops** or similar – (optional).

## EQUIPMENT

- ☐ **Water bottle** - we suggest a 2-3 litre capacity. Platypus / Camelbak system. You can purchase an Adventurous Ewe Water-to-Go filtration bottle
- ☐ **Thermos** – (optional) if you wish to take a hot drink on the trek
- ☐ **Cycling helmet** – essential (bring your own or hire ones are available)
- ☐ **Head torch & spare batteries** - essential to carry at all times during the trek
- ☐ **Sunglasses** – these are essential. They must have strong UVA/UVB protection
- ☐ **Trekking pole(s)** - optional. Please train with these prior to your trek

## TRAVEL ADMIN

- ☐ **Travel tickets ie. train tickets**
- ☐ **Debit/credit cards**

## ADDITIONAL ITEMS

- ☐ **Hand sanitiser** (essential)
- ☐ **Favourite snacks**, both sweet and savoury
- ☐ **Sunscreen and lip block** – SPF50 as a minimum
- ☐ **Camera** – enclose in a dry bag
- ☐ **Toiletries**
- ☐ **Light-weight micro-fibre towel** – for kayaking
- ☐ **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

- ☐ **Electrolytes** – especially in warm conditions
- ☐ **Duct tape** for emergency repairs – (wrap some around your trekking pole or water bottle rather than carrying a whole roll)
- ☐ **Ear plugs** for the hotel
- ☐ **Spare dry bag** for dirty or wet clothing
- ☐ **Multitool/Swiss army knife**
- ☐ **Portable charger**
- ☐ **Travel padlock**

## Kit Discount Code

Independent UK outdoor retailer, **Crib Goch Outdoors**, are kindly offering Adventurous Ewe participants a 15% discount\* in either instore or online at: <https://www.cribgochoutdoor.com/>

**Discount code: EWEGET15**

# CONTACT US

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



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



@Adventurous Ewe







We look forward to welcoming you to our stunning homeland of North Wales for this fantastic 1-day adventure in the heart of Snowdonia National Park in support of The Trussell Trust.

