

London to Amsterdam



06-08 July 2023

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WELCOME TO THE CHALLENGE

Dear Riders,

It is my great pleasure to welcome you to our 2023 cycle challenge, which will be from London to Amsterdam.

I am very excited about you all taking on this iconic ride and coming with you.

It will be a fantastic journey through some of the most beautiful towns, rural area and historic city locations in the UK and Europe.

We can't guarantee the weather, but we can promise that you will be looked after every step of the way, or should I say every pedal of the way, you will have lots of fun and make long-lasting friendships.

I'm really grateful for you taking on this challenge and for supporting Big Leaf Foundation. You can read more about how your support will make a difference in this brochure, but all your fundraising efforts will make such a difference to the lives of the people they support.

In this brochure, you will also find full details about the event, our very kind sponsorship partners and an introduction to the team supporting us.

I very much look forward to meeting and getting to know you all on our cycling journey and celebrating our success in Amsterdam!

John Higgins

Pegasystems, Chief of Client & Partner Success



OUR SPONSORS

Thank you to our 2023 Cycle Challenge Sponsors



Labb is a digital transformation and services consultancy.

We specialise in providing expertise to Pega, and Pega's strategic partners and customers.

Driving governance, quality and the extendability of the Pega toolset.

Creating experience-driven building blocks that form the foundation of accelerated development. Driving quality and consistency across customer enterprise landscapes.

We integrate our talent into your teams for rapid delivery of high quality applications. Advancing your own knowledge, expertise and capabilities under our governance.

Do you need to maximise engagement with your customers and suppliers? If so, the solution is Labb's unparalleled experience in Business Process Management.

OUR CHARITY PARTNER



The Youth Sport Trust is the UK's leading charity improving every young person's education and development through sport and play.

Working together, we empower young people to achieve their own personal best and equip educators to change lives.

The Youth Sport Trust equips educators and empowers young people with the vision of creating a future where every child enjoys the life-changing benefits of play and sport.

Sport gives young people a platform to have their voice heard and a place to feel they belong.

We harness this extraordinary power to change young lives today and help them build a brighter tomorrow.



ROUTE & HOTELS

WHERE YOU NEED TO BE

Getting to the start of the Challenge

Meeting location 6.30am Orpington Premier Inn (rear car park)

Timings 6.45am Photos & Rider groups assemble

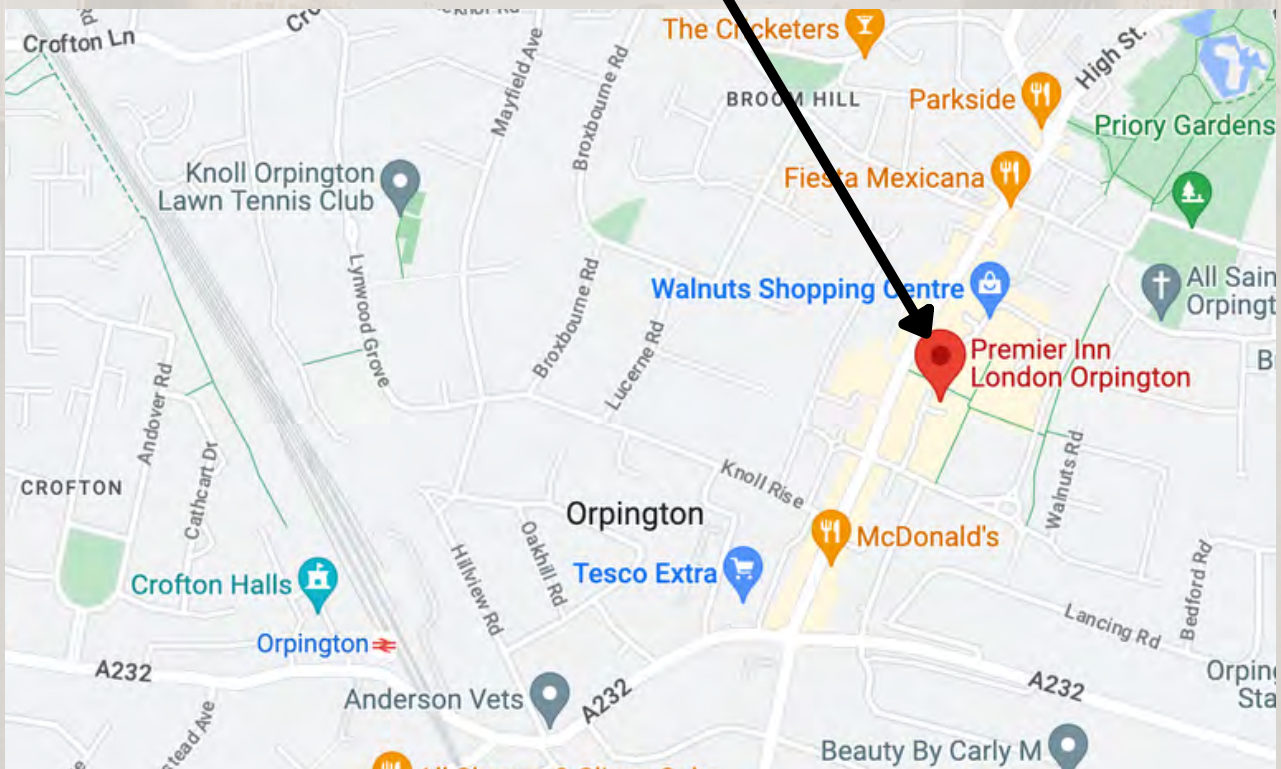
6.50am Rider briefing on the ride and route

6.55am Start our cycle to Amsterdam

Contact details Arun Sharma - 07841 644828 | arun@tfaltd.co.uk

Rebecca Millburn - 07737 835724 |
rebecca@tfaltd.co.uk

Rider Assembly Point Orpington Premier Inn (rear car park by Sainsbury's) 83 The Walnuts, Orpington, BR6 0TW

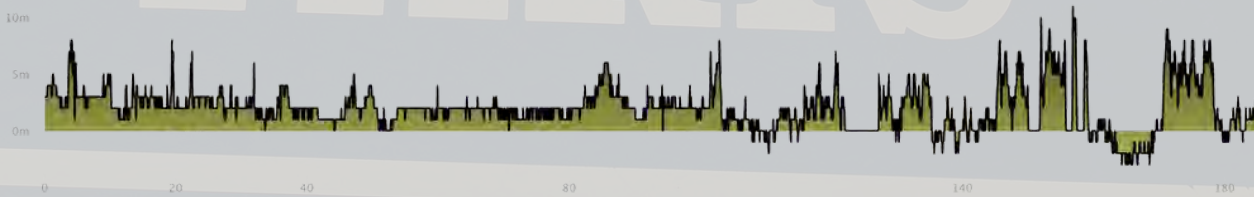


YOUR CYCLING CHALLENGE

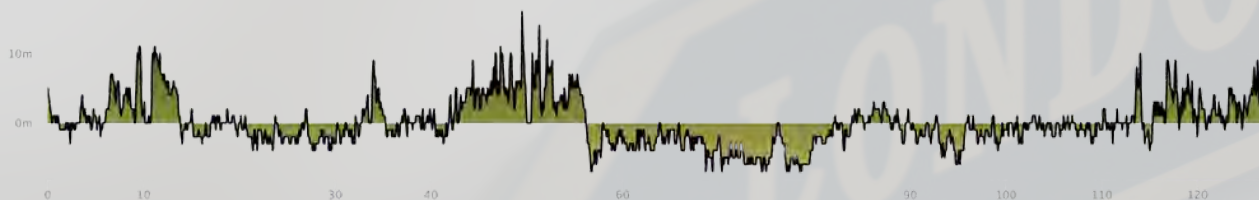
Day 1 25.2 miles Section 1 - London (Orpington) to Benover
75.2 miles 28.7 miles Section 2 - Benover to Mersham
978m elevation Lunch at the Farriers Arms Pub, Mersham
21.3 miles Section 3 - Mersham to Dover
Evening meal on the Ferry from Dover to Dunkirk



Day 2 22.6 miles Section 1 - Dunkirk to the Veurne
114 miles 30.8 miles Section 2 - Veurne to Bruges
163m elevation 21.9 miles Section 3 - Bruges to Breskens
Ferry Section 4 - Breskens to Vlissingen (lunch)
32.7 miles Section 5 - Vlissingen to Ouddorp
Evening meal, Fletcher Hotel, Ouddorp



Day 3 25.0 miles Section 1 - Ouddorp to Rotterdam
79 miles Morning snack at Erasmus Bridge, Rotterdam
153m elevation 23.2 miles Section 2 - Rotterdam - Leiden
Buffet lunch at Leiden
24.1 miles Section 3 - Leiden to Amsterdam
Dinner in Amsterdam, Cafe De Vette, Leidsplein



Day 4 0.0 miles Return home journey on the Eurostar.
0 miles Your bikes will be transported back to the UK and can be collected from London St Pancras Station. If you have arranged for TFA to take your bike back please arrange collection with them.

ACCOMMODATION

Night 1 - Campanile Loon-Plage, Dunkirk

Hotel	Campanile Loon Plage Hotel
Address	1100 Rue Charles de Gaulle, 59279 Loon-Plage, France
Room	Single & Twin rooms
Facilities	Bar, restaurant, and breakfast provided
Check-in	9.00 pm
Check-out	7.00 am
Bike Storage	Secure location within the hotel or your own room
Morning	Breakfast in main restaurant area from 6.00 am
Departure	07.00 am

Night 2 - Fletcher Hotel, Ouddorp

Hotel	Fletcher Hotel
Address	Oude Nieuwlandseweg 13, 3253 LL Ouddorp
Room	Single & Twin rooms
Facilities	Bar, restaurant, and breakfast provided.
Check-in	5.00 pm
Check-out	8.00 am
Bike Storage	Secure location within the hotel or your own room
Morning	Breakfast in main restaurant area from 6.30 am
Departure	08.00 am

Night 3 - Ibis Styles Hotel, Amsterdam

Hotel	Ibis Styles Hotel
Address	Stadhouderskade 135, 1074 AZ Amsterdam
Room	Single & Twin rooms
Facilities	Bar, restaurant, and breakfast provided
Check-in	5.00 pm
Check-out	11.00 am
Bike Storage	Bikes will be returned to London
Morning	Breakfast in main restaurant area from 7.00 am
Departure	11.00 am

DAY 4 - RETURN JOURNEY

Eurostar - Amsterdam to London

Breakfast	7.00 am - 9.30 am, Ibis Styles Hotel
Check out	11.00 am
Departure	Amsterdam Central Station
Address	Stationsplein, 1012 AB Amsterdam
Departure	See ticket for details - usually at least 1.5hrs before departure
	1.47 pm (CET) 6.47 pm (CET)
Arrival	4.50 pm (GMT)
Tickets	Given to you when we arrive in Amsterdam

7.00 am

Breakfast is provided and is available in the hotel from 7.00 am.

After breakfast, you have the morning to yourself but you will need to check out of the hotel by 11 am.

The return journey is by Eurostar and you are booked on 1.47 pm or 6.47 pm train on Sunday 18 June.

If you have booked an alternative train with TFA, you should have received your ticket by now. If not do get in touch.

Please do allow 90 minutes to check in as the Eurostar terminal gets very busy.

Upon arrival back in London, the bike collection point is Purchess Street outside Kings Cross Station or the Orpington Premier Inn, Orpington, London.

A group of cyclists riding on a road, with a woman in a red jacket and white helmet in the foreground. The image is semi-transparent, allowing the text to be clearly visible over the scene. The cyclists are wearing helmets and cycling gear, and the background shows a paved road and a hazy sky.

OUR CHALLENGE

THE CHALLENGE

Cycling to Amsterdam...

We will start the challenge by splitting the group up into smaller subgroups. This will be done initially by TFA team Event Director and Ride Leader, on the morning of the ride.

There will be sections where we may offer people of similar abilities to cycle together, but this all depends on the weather, traffic and road conditions, plus the agreement of our Ride Leader. Once you are into the ride do feel free to change groups by speaking to the guides. There are sections that we will need to keep to a certain size for safety of the group and individuals.

Our support team will always be present to assist you and happy to talk through any of your needs when riding. Below and on the next page, you'll find further details about stretching, fluid, nutrition, and rest. We have a few tips about refuelling and keeping in the best condition when on the challenge: :

- Eat an energy snack on the hour every hour
- If you see someone take a drink from their water bottle, use this as a reminder to TAKE A DRINK!
- Make sure you have a good breakfast
- Warm-up and warm down at the beginning and end of each day
- Save the celebrations for the last night

Stretching

Do this before and after your ride for at least 5 mins.

Do speak to our guides about a quick routine you can build in at each of our stopping points.

Get in touch with Paolo or Arun in our support team for advice on stretching or warming-up and down.

Fluid & Nutrition

Eat an hour or so before your ride and during it.

Our rule of thumb is to eat on the hour every hour, especially when doing longer sections of this ride. We will have snacks always available.

You can eat an energy or cereal bar, fruit or some pasta, but do avoid anything too heavy.

Rest

Rest time is so important. Use the long break periods on the challenge to recover.

Particularly after day two, especially if this is one of your first cycling challenges.

Remember to do a little bit of stretching, at the end of each day, before you rest and recover.

An open suitcase is shown from a top-down perspective, lying on a light-colored wooden surface. The suitcase is packed with various items. In the upper half, there is a light blue button-down shirt, a striped tie, a dark belt, and a pair of white socks. A grey strap with a buckle is stretched across the items. In the lower half, a tablet computer is placed inside a tan leather case. Next to it are a pair of white earbuds with their charging cable. The entire scene is overlaid with a semi-transparent light blue filter.

KIT LIST

KIT LIST

As this challenge is taking place in July, below is a list of what we recommend as essential and optional items for this time of year.

Essential items

Bike	A road bike is the best type of bike for this challenge, though people have completed the challenge on hybrid or mountain bikes previously. Your bike must have been serviced within the last six months. You can have this done at most local bike shops but will need to book in advance. If you have not purchased/rented your bike yet, please do get in touch with our support team who can talk through options and what would be most suitable. arun@tfaltd.co.uk paolo@tfaltd.co.uk 07841 644828
Cycle helmet	Compulsory for this challenge.
Cycling shoes (shoes that clip into pedals)	It is advisable but not necessary. If you do use cycling shoes make sure you train in them so your feet get used to wearing them and can be adjusted to your best position.
Cycling essentials	Cycling shirts - recommend you bring five cycling shirts as it may be wet Socks - Sports socks are fine, high-vis colours recommended Shorts - Padded shorts for comfort and to prevent chafing Gloves - Great for comfort, grip and warmth, as we do have one early start Jacket - One that is light, breathable, and packs down small Waterbottle - connected to your bike and at least 1-litre in size Front, rear lights - required to take part in this challenge Bike bell - this is a requirement of some countries and essential for safety Innertubes - You must bring four spare inner tubes for your bike. We can supply them, but there will be costs applicable and they are subject to availability
Personal essentials	Bags - Saddlebag, one smaller day pack, and one larger overnight bag Change of clothes - required for three evenings and return journey Comfortable shoes - trainers, flip flops, or even slippers, you decide! Toiletries - Toothbrush, face wash, shampoo, sun protection, chamois cream, Money - Euros or most credit, debit, or travel currency cards Chargers - for phones, laptops, earphones, camera etc Medication - Let us know about anything you take
Documentation	Insurance - Medical, Travel and Cycling insurance are compulsory Travel - Passport, Visa (if applicable), EHIC & GHIC card, driving license Other - Personal documentation that you may need when travelling abroad
Tyres	The roads and routes we are cycling on are all paved, but they can get gritty in places. It is essential to have good, strong tyres that you have ridden on. Strong tyres can't stop a puncture but can make it more difficult to get one. You should talk to your local bike shop or our support team for more information.

KIT LIST

Optional items

Sunglasses	We recommend a pair that fit really well or are a wrap-around style.
Cycle lock	You are welcome to bring and use it on your bike, but not something that is required. Bikes will be kept secure and will always have members of our team with them.
Cycle pump & tools	We have all the required equipment and tools to support you but do bring your own tools if you prefer. Please ensure it's fitted to your bike.
Cycling clothes	Leggings - Good for cooler days, July should be warm but maybe windy! Arm & leg warmers - Maybe useful at this time of the year Overshoes - very useful to keep feet dry in wet conditions
Cycle computer	Not essential, but useful for guidance and monitoring your ride.
Snacks	You are welcome to bring your own snacks, but we will have plenty of items at our stopping points. If you bring any food items that are specific requirements, please feel free to store in our chiller.
First aid kit	You are welcome to bring your own first aid kit, but we will have a medic and support medics on hand should you need any support.
Medication	Please let Arun know in advance if you are bringing any medication.

Your bags (will be carried in the support vehicles)

We recommend you split the kit you bring into three bags.

Saddlebag - Connected to your bike with essentials that you may need at any time. Includes items like your phone, and medication.

Day bag - Bag which will be available at all the stopping points and big enough for items you would like on the Ferry. Includes items such as extra layers to stay warm, essential toiletries, document etc. These bags will be transported in the support vehicles. It's a good idea to have a brightly coloured bag so that it's easy to find in the vehicles

Overnight bag - Large bag which will contain all other items. This will be transported in the support vehicles and will be available at your overnight accommodation.

Any questions, just get in touch with our team - arun@tfaltd.co.uk



SUPPORT TEAM

YOUR SUPPORT TEAM



Paolo Nistri

Ride Leader

A keen cyclist & an even keener Dad. I love riding my bike on the open road, so doing rides to support people raising money for amazing causes is the perfect event for me!



Justin Leahy

Event Guide

Starting off as a runner, I've run the London Marathon three times. I prefer to exercise on wheels now and like others, enjoy the odd glass of vino, local ale & delightful food on offer!



Arun Sharma

Event Director

I first took part in a cycle event back in 2006. I enjoyed the three-day cycling challenge so much, that I decided to run my own event! It's also a bonus that I like cycling and meeting new people!



Rebecca Millburn

Event Guide

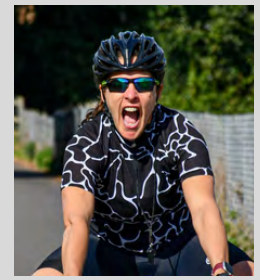
I love taking part in challenge events and supporting the amazing teams who are doing them. Looking forward to the rides this year, and meeting some new cyclists along the way.



Carol-An Nolan

Event Guide

I've been a cycling fanatic, and love the great outdoors, especially cycling to Paris! I know what it takes to ride this event and am looking forward to supporting you all the way to Amsterdam!



Emma Everest

Event Guide

After taking part in a London to Torquay & Paris cycle challenge I jumped at the chance to cycle to Amsterdam as part of the TFA team. I can't wait to join you on your adventure this year.



John Higgins

Event Guide

I love my cycling and I took part in the London to Paris rides in 2019 & 2021. I am looking forward to joining you all again on this next epic adventure to Amsterdam.



Leon Mangan

Support Team

Great to guiding on this London to Amsterdam ride. I've ridden TFA's London to Torquay & Paris rides previously. Had lots of fun got a bit wet and looking forward to supporting you all this time.



Julian Datta

Event Guide

I've been riding for many years. I Remember that feeling of arriving at the finish lines in Torquay and Paris, so looking forward to meeting new and this new European route!



Luis Chang

Event Guide

I am a fitness fanatic and love cycling. I guided TFA's London to Paris 2022 ride and really looking forward to supporting you on this years London to Amsterdam cycle ride!



Richard Roberts

Mechanic

Been working for TFA for a while now and love doing the rides with the team. I will be on hand to provide you with mechanical support you need and keep your bikes on the road!



Edward Telling

Photographer

I really love all kinds of sports photography! Have been working on various running and cycling events for TFA and the team spirit is great and we all have a lot of fun.

London to Amsterdam 2023

