

CHARNWOOD FOREST
16 and 6 mile
FUNDRAISING WALKS 2025

INFORMATION PACK



www.cancerbrowndog.co.uk

Registered Charity 1111550

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SUMMARY

Once you have registered and set up your fundraising page

- Try and raise as much money as you can – that’s the reason we are doing this!
- Train for the event – the fitter you are the more you will enjoy it

On the Day

- Have the right equipment with you – as suggested in this pack
- Bring plenty of food and water
- For the 16 -mile challenge – meet at Beacon Hill Car Park (top end) LE12 8SB at 8:15am on Saturday 7th June – we will start at 8:30am prompt. Currently the car park is a cash only payment – please bring £5 with you.
- For the 6-mile challenge – meet at Bradgate Park Car Park (Newtown Linford) LE6 OHB at 10:30pm for a 10:45 start
- People doing the 6 mile challenge please recognise that we cannot accurately predict what time the 16-mile challengers will arrive at your starting point – if for any reason they have been delayed you may have a little wait – please be patient if this does occur, hopefully it won’t.

On the Challenge

- Follow the pace of the challenge lead – do not pass the challenge lead
- Take extreme care when crossing roads – it is your responsibility to cross safely
- Review your own health and speak to one of the organisers if you need to pull out for a short while
- Look out for other people – help them if they need help
- Listen to any safety instructions provided before the challenge or during it – for your own safety

16 MILE WALK START & FINISH @ Beacon Hill

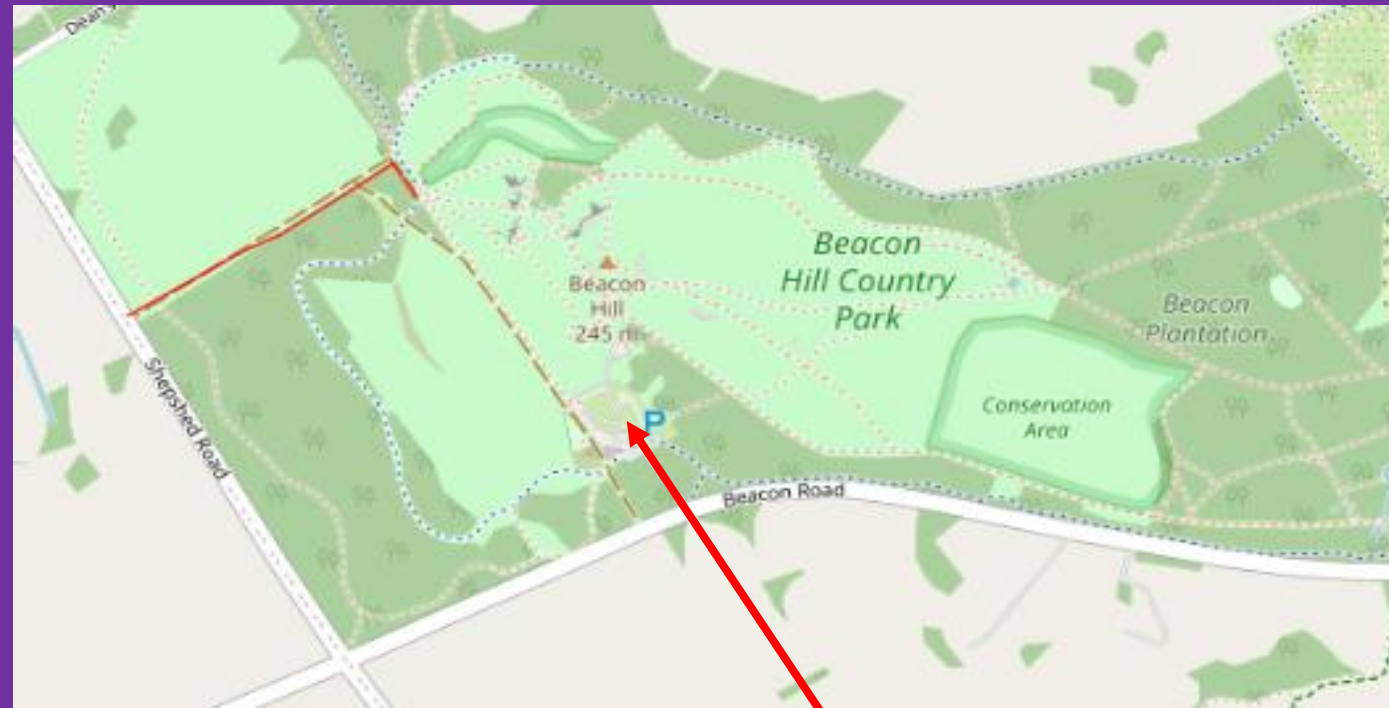
Meet 8:15 am

Team Photo

START 8:30 am

FINISH 4:30 pm

**Beacon Hill Country Park Top Car Park
Beacon Road, Woodhouse Eaves
LE12 8SB**



PARK & MEET

Note

**This car
park is £5
CASH
ONLY**

**Pay on
exit at
machine**

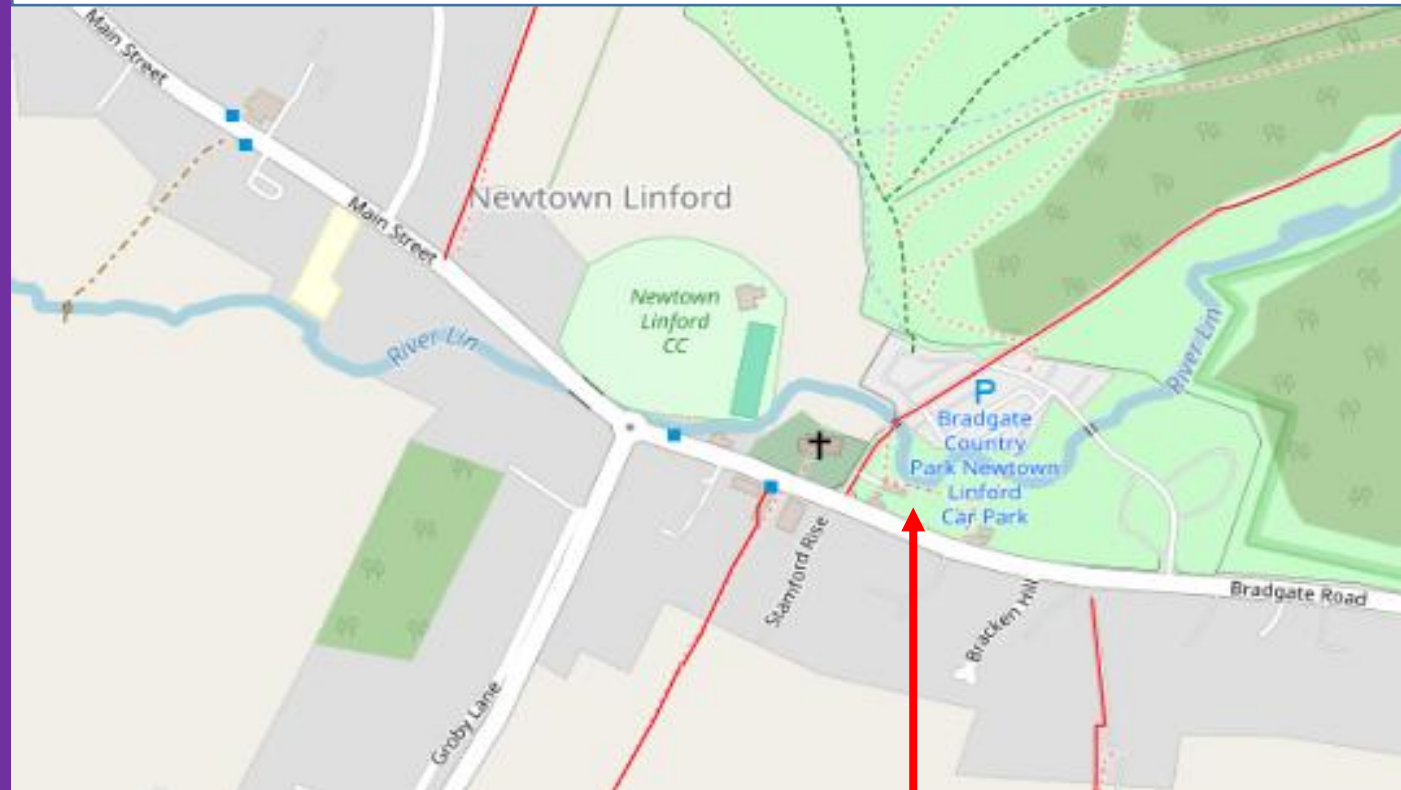
6 MILE WALK START & FINISH @ Bradgate Park

**Park Car &
Meet 10:30 am**

START 10:45 am
This time is approximate
as you will join the
16-mile challenge event

FINISH 3:30 pm

**Bradgate Park Car Park
Bradgate Road, Newtown Linford
LE6 OHB**

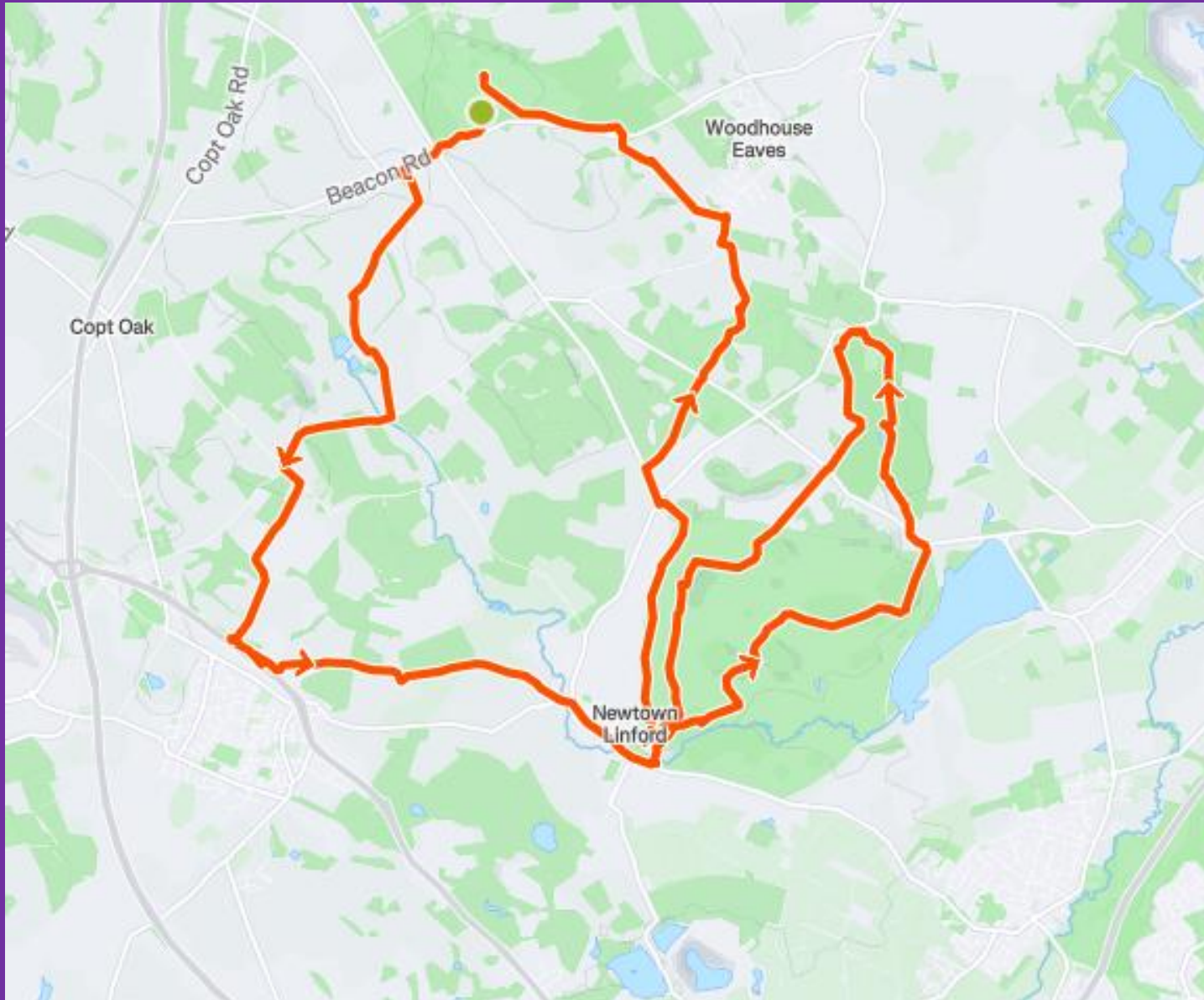


PARK & MEET

Note

This car
park has
vehicle
recognition,
and you
pay when
leaving

WALK 16 MILES IN 8 HOURS



Charnwood Forest is an area of outstanding natural beauty, and this walk will guide you through the very best bits of it.

The walk will take you through Beacon Hill Country Park, Bradgate Park and Swithland Woods and lead you along paths you have never experienced before.

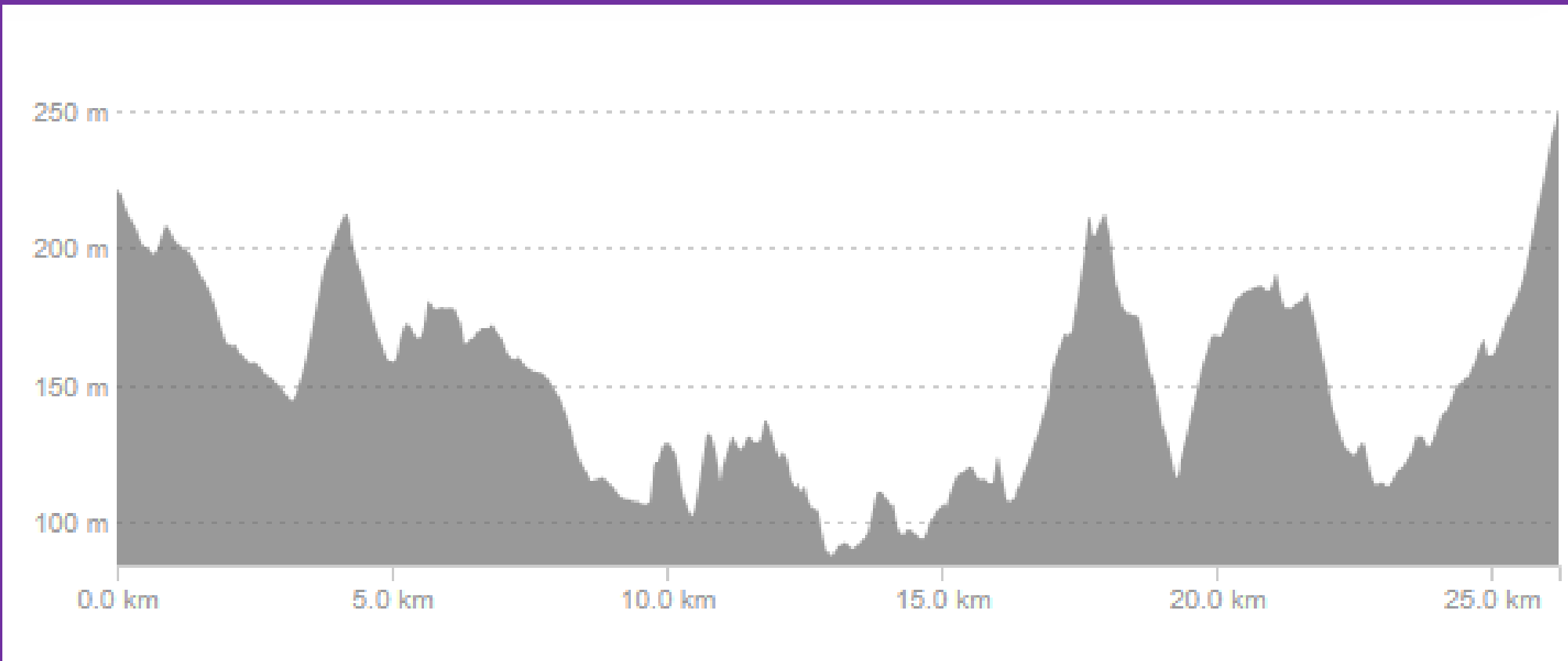
The challenge team will start together, stay together and finish together – pace will be set by a challenge lead

16 MILES IS NO WALK IN THE PARK

Don't underestimate this challenge - 16 miles is a long way to walk and involves 8-10 hours of walking!

As you can see from the chart below, there are hills to climb along the way and you will climb 1,931 feet.

We strongly recommend you train for this event which will ensure you get the most enjoyment out of the day



WALK 6 MILES IN 3 HOURS



The 6 mile walk offers a shorter option whilst still enjoying the beauty of Bradgate Park and Swithland Woods.

There are hills on this walk so the pace will be slowed up a little to enable everyone to complete it.

PLEASE NOTE – AT THE START

If you chose this option, you would join the 16-mile walk at their 6-mile point. If for any reason they have been delayed, then your start time could be delayed, but hopefully this won't be the case.

EVENT RULES & PACE

Event Rules

- Please do not walk ahead of the challenge lead
 - this could be dangerous as you are not familiar with the route
 - also, it disrupts the pace and control of the group
- Please follow instructions from the organisers – this will only occur where extra caution is required.

Pace

- On the day we must stick to our time-plan & pace to ensure we finish on time
- A slower than average walking pace has been used, along with short stops and a 20-minute lunch break
- If on the day if anyone is really struggling to keep up with the pace, and is consistently slowing up the walk, they may be asked to temporarily step down (rest in ground support vehicle) and re-join later on the walk.
- Hopefully if you have trained beforehand, you will find the pace to be just right

TIME PLAN

16 MILE CHALLENGE

Park 8:15am
Start 8:30am



6 MILE CHALLENGE

Park 10:30am
Start 10:45am



The time plan is based on a sensible walking speed which everyone taking part should be able to achieve. This slower speed provides time for re-grouping and quick water stops.

Hopefully if team members have trained for this event, the time to complete this challenge should be less.

Please note: Anyone who puts the ability to achieve the time plan at risk may be asked to step down and get into a ground support vehicle

PERSONAL SAFETY

Safety - is the most important thing to Brown Dog

To help us ensure a safe event:

- Please follow organiser instructions – for your own safety
- Be extra careful crossing roads – it is your responsibility
- Be kind to your body – feed it regularly and drink lots of water
- Review your own health – if you need to need to pull out do so
- Look out for others – point out danger and notify walk leaders if someone is struggling

Note – the organising team will have walky talkie's and will be spread out across the team so they will react immediately and stop the walk should anyone need attention.

First Aid

We will carry a small first aid kit on the challenge for any minor injuries (hopefully, we won't need it!)



THINK SAFE
ACT SAFE
BE SAFE

RECOMMENDED EQUIPMENT & PROVISIONS

Weather conditions may be changeable – so wear layers of clothing and bring waterproof clothing

Ensure you bring sufficient food and water, plus suncream in case it's sunny

Clothing & Equipment	Walking Boots/Shoes – see next page
	Walking Shorts / Leggings / Waterproofs
	Rucksack – to carry food, drink and clothing

Medication	Medications – Pain Killers etc.
	Plasters & Blister Packs

Food & Drink	Food is essential – it's your energy source Tip - stick to food that won't upset you! Cereal Bars, Nuts & Chocolate are good for grazing too.
	Drink – is THE most important thing – to avoid de-hydration
	Take plenty of water Top Up at Ground Support stops - GS will have extra water should you need it. Some people take energy drinks – but be careful as these can upset some people.

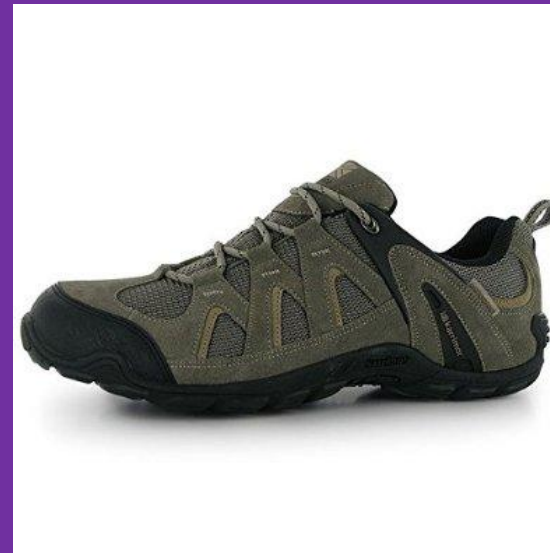
WALKING BOOTS & SHOES

We strongly recommend that you wear walking boots or walking shoes

There are parts of the walk that are hilly and the terrain can be rocky/slippy in places and you may be tired at certain times along the way, so **having footwear with good grip will reduce the risk of injury**

Ensure you wear footwear that you have broken in and that is comfortable – don't wear new boots that you have not broken in

Whilst Brown Dog has a Public Liability Insurance, accountability for the prevention of incidents/accidents relating to personal safety, remains firmly with each individual challenger. The right footwear, as described, is a key component of personal safety on this challenge.



GROUND SUPPORT

The Ground Support team are a vital part of all our challenge events.

On this challenge the Ground Support team will be available at numerous access points to:

- **Provide additional water (should you run out)**
- **Provide vehicle assistance for anyone who is injured or who needs to step down**
- **Assist you when crossing roads**
- **Carry first aid**



Like us, this team are all volunteers, so we are very lucky to have them and extremely grateful to them



2025 FUNDRAISING CAMPAIGN

To raise £30,000 to purchase a
Sentinel Lymph Biopsy Probe for the
Leicester Royal Infirmary Head & Neck Cancer Unit

Sentinel Lymph Node Biopsy (SLNB) probe is a vital diagnostic procedure in managing cancers, particularly in oral and skin cancers.

By funding the purchase of a SLNB, Brown Dog would play a crucial role in enhancing the hospital's ability to provide state-of-the-art care and enhanced treatment on the Head & Neck cancer unit.

A handheld probe helps to identify the first lymph node (or nodes) that cancer cells are likely to spread to, allowing for targeted treatment that can prevent the spread of cancer while minimizing unnecessary treatments and their associated side effects.



This picture isn't the exact picture of the probe.

Benefits to Cancer Patients on the Head & Neck unit:

Generally

- Patients will no longer have to travel to Nottingham for treatment which will enable Leicester RI to deliver optimum care and faster and more timely interventions
- It will significantly reduce waiting times
- Improve the accuracy of cancer decisions leading to better clinical outcomes.

Specific Benefits for Oral Cancer patients:

- The benefit of avoiding neck dissection in early-stage oral cancer patients is significant
- Not only does it minimize the risk of shoulder morbidity (such as reduced shoulder function and chronic pain), but it also greatly improves the quality of life for patients
- Preserving the integrity of surrounding tissues and structures leads to quicker recovery and less postoperative discomfort, allowing patients to maintain their functional capabilities and overall well-being.

Specific Benefits for Skin Cancer patients:

- Determines the early spread of cancer to the lymphatic system and enables faster treatment and a quicker recovery

Set up your fundraising page

Go to “www.justgiving.com”

Click “start fundraising”

Click “A Charity”

Log In (if you have an account) **or Create an Account**

Type “**Brown Dog**” in search for cause

Click “**Brown Dog**”

Click “**Taking part in an event**”

Click “**The Charnwood Challenge**”

Choose your Fundraising e-mail address

Click the appropriate Gift Aid box

Click “Create your page”

Once your page is created

You can edit to personalise it

You will be given a link that you can send to family, friends and colleagues

e.g. www.justgiving.com/F-Bloggs

Follow the process on the left to **set up your own fundraising page on Just Giving** and start raising money straight away

There are some good reasons for doing this:

- ✓ You are given your own link that you can mail to family, friends and colleagues, or put on Facebook/Twitter etc.
- ✓ It makes it easy for your supporters to donate
- ✓ Gift Aid is added automatically and goes straight to the charity
- ✓ You can set a target and track how you are doing against it
- ✓ Brown Dog can see if we are on track to hit our overall 2025 target

The process to set up your page is very easy and only takes 10 minutes

If you and your partner or friend are doing the walk you can set up a joint shared fundraising page.

IMPORTANT NOTICE TO YOUR SUPPORTERS

When people make a payment, please point out that Just Giving asks for a voluntary donation (to them!) and their system automatically defaults to a 15% donation. **PLEASE ASK YOUR SUPPORTERS TO WATCH OUT FOR THIS AND TO CHANGE THE VOLUNTARY DONATION TO JUST GIVING TO ZERO %** so they don't pay more than they want to.

Fundraising

Fundraising is not just about asking people to support you

If you can organise something that gives pleasure, then people will support you even more

Ask family, friends and colleagues to support you by donating

Ask people to make a regular donation to Brown Dog

Find out if your employer has a charity budget and ask for support

Organise a Cake and Coffee Day
Make cakes – sell cakes

Organise a themed or fancy-dress party at home or in a function room

Talk to your local school/s and ask them to support you

Set up a neighbourhood car wash and clean people's car for money



Organise a car or walking Treasure Hunt

Organise a Dad's v Lads football match and charge £10 to play

Organise a sporting Event that you are interested in

Organise a Dinner Party and charge people for the meal

Organise a music event and get local bands to perform for free

Organise a pub Quiz

Organise a BBQ in your garden

FREQUENTLY ASKED QUESTIONS

Q – What equipment do I need for this walk

A – We recommend you wear walking boots, wear layers of clothing and that you take a ruck sack. Have a waterproof/Kagoul with you in case of rain and sunblock in case of sun. Also take appropriate medication and plasters.

Q – Should I take water and food?

A – Yes definitely, you are walking for a full day so ensure you have plenty to eat or graze on. Also take plenty of water, this is essential

Q – Will there be rest breaks?

A – Yes, we will ensure there are plenty of small stops and a longer 20-minute break at lunchtime. Plus. we will stop and start as we re-group to let people catch up.

Q – Do I need to train for this walk?

A – You are advised to prepare for the day, plus the fitter you are, the more you will enjoy it

Q – Will there be ground support in case I'm exhausted or twist my ankle?

A - Yes, we will have a number of support vehicles to support people who need it

Q – Can I go at whatever pace I want, stop when I want and race off to try and finish first?

A - No, on Brown Dog events we start as a team, walk as a team, stop together as a team and finish as a team – a lead walker will set the pace. We must finish in a given time, so it is important to keep up with the pace set by the lead, which will be a sensible pace.

MORE FREQUENTLY ASKED QUESTIONS

Q – What happens if I’m struggling on the day and slowing everyone up?

A - First you will be encouraged and supported, but if you are really jeopardising the team’s ability to finish on time you will be asked to step down and join a ground support vehicle (either for a short while or permanently)

Q – Can I bring my children?

A – No I’m afraid not, these challenges are pretty demanding and are for people 18 years of age and over.

Q – Can I bring my dog?

A - We do not allow dogs for safety reasons (and the safety of everyone taking part is our main priority)

Q – Will I have to pay to park my car for the day?

A - Yes on both the 16 mile and 6-mile challenge

Q – What do I do if I cant use Virgin Money Giving to capture my fundraising money?

A - If you don’t have access to a computer or if you feel you can raise more money that using Virgin Money Giving you need to contact Mark Storer (markstorer1@hotmail.co.uk) to discuss/agree an alternative arrangement

Q – What if I have a question that has not been covered in this pack?

A - Go on the web site and use the “contact us” button (or send a mail to markstorer1@hotmail.co.uk)

INTRODUCING THE BROWN DOG TEAM



Mark Storer BEM
Chairman
& Founder



Ian Alexander
Finance Manager



Grace Wardle
Secretary &
Communications Manager



Richard Little
Event Lead &
Risk Manager



Richard Parkes
Event Manager



Martha Carline
Social Media Manager



Tim Carter
Event Manager



Angelique Rohart
Web Site Manager
(non-Trustee)



BROWN DOG

Helping people with cancer

Thank you for your support
making a real difference to people fighting cancer