

COASTAL WALK CHALLENGE

10TH-11TH JUNE, 2022



INFORMATION PACK

OVERVIEW

47
MILES

24
HOURS

EXPERIENCE OUR EPIC COASTAL WALK CHALLENGE

Following the Coastal path for forty-seven miles from Hunstanton to Cromer, the challenge sees walkers hike day and night to raise funds for the Community Sports Foundation. Expect a physically demanding challenge, some beautiful scenery and an unforgettable sense of achievement when you cross the finish line at Cromer Pier.

“

Over the years, we've taken close to a thousand walkers along the long, but beautiful, stretch of the North Norfolk coastline.

It's a tough and gruelling challenge – and it will test you physically and mentally – but our experienced support team will be there to push you onwards. ”

Emma Fletcher-Dungay

Senior Fundraising & Events Manager





THE CHALLENGE

DAY 1: THE START

Friday 10th June

We'll drive you and the team from The Nest in Norwich to our starting point: Hunstanton bandstand. There will also be transport available from Cromer to the start.



The first group will set off at approximately 10.00am, with groups setting off in 20-minute waves thereafter.

DAY 1: MILES 1-12

Friday 10th June

The first 12-miles take you to and from the coastline, passing through fields, beautiful villages and tidal marshes.

There's a lunch buffet at Burnham Deepdale Village hall to recharge.



  Burnham Deepdale Village

DAY 1: MILES 12-22

Friday 10th June

This leg is perfect for experiencing all the charms of the Norfolk coast: salt marshes, sand dunes and big skies.

The sun will start to set as you breakout onto the flat sandy beaches of Holkham and Wells-Next-The-Sea.

  Wells-Next-The-Sea





THE CHALLENGE

ITINERARY (CONT.)

DAY 1 & 2: MILES 22-34

Friday 10th & Saturday 11th June

After a hot meal at the beach café at Wells-Next-The-Sea, it'll be time to turn on the headlamps as night begins to fall.

By the time you hit the rest stop at Morston, it'll be dark but Cafe2U will be there!



 Morston Quay

DAY 2: MILES 34-42

Saturday 11th June

There's hot refreshments awaiting you at Cley-Next-the-Sea; it's your choice whether you want to treat it as dinner or breakfast, with both soup and porridge available!

The early hours stretch to Sheringham is notorious for the 7-mile stretch of shingle bank. It's the most testing part of the walk, both physically and mentally, but you'll take heart in the fact that it'll be light again once completed.

  Cley-Next-the-Sea

DAY 2: MILES 42-47

Saturday 11th June

The final five miles sees you follow the cliff path to Sheringham, climb over Beeston Bump and continue past West Runton toward Cromer.

You can count on an unforgettable sense of achievement when you cross the finish line at Cromer Pier. We'll have a breakfast and hot drinks awaiting you, along with the finishers medal.

 Cromer

“

Pain is temporary, pride is forever. Coastal Walk Challenge was truly memorable and the organisation phenomenal. ”

Tom Bailey
Coastal Challenger



OVERVIEW

Walk support

Each sub-team will be guided by at least two experienced volunteer team leaders, who will have maps and radios linking them to the other sub-teams and our support vehicles.

The support vehicles will be there to meet you at rest stops en-route, with free food and hot and cold refreshments available from the team.

Toilet facilities will be available at each stop.

First aid support

Each group will have a team leader who is first-aid trained, and qualified first aiders will be with the support team. At each scheduled stop there will be access to necessary first-aid equipment (e.g. plasters, Vaseline, ice packs).

Information evening

We will be holding an induction evening in March at The Nest, the date of which will be communicated out nearer the time.

The evening is a chance to meet your team leaders and other walkers, talk through key information, and gives you the opportunity to ask any questions you may have.

Health and Safety

A full risk assessment has been completed for the challenge, and all walkers will be issued with a copy and asked to sign a consent form.

Training

We would advise that you build up your training with regular 6-mile walks, progressing to longer distances.

Walking sections of the route in the build-up to the Challenge is also very useful; you'll experience the different surfaces that you will encounter en-route.

Kit list suggestions

- Walking boots or trainers
- Good socks
- Wind/waterproof jacket
- Rucksack
- Base layer for evening
- Sun cream
- Gloves
- Head torch (essential)
- Personal medical essentials

Each walker will be provided with a Coastal Walk Challenge t-shirt.

You may need to invest in kit and equipment. We recommend visiting Go Outdoors, as you will be eligible for a charity discount on most purchases.

PLEASE NOTE:

Unfortunately, for a number of reasons, we are unable to allow dogs to take part

COSTS

✓ What's included

- Charity t-shirt & medal
- Refreshments
- Hot n' cold food
- Transport to start
- Support team

Fundraising deadline

Proof that the minimum **£150** has been raised must be given by **Monday 6th June 2022**.

EVENT COST
£29

FUNDRAISING
Min. of **£150**
(ex. Gift aid)

How to pay the event cost:

Cheque: Make payable to '**Norwich City Community Sports Foundation**'

Call **01603 984000** to pay by debit/credit card

Pay online at **communitysportsfoundation.org.uk**

(£1 online booking charge applies)



FUNDRAISING

Online sponsorship

We are listed on Just Giving – it's a fantastic platform to collect sponsorship on, and for ease of transferring the funds to us.

Step 1

Either click this [link](#) or visit www.justgiving.com search 'Norwich City Community Sports Foundation'

Step 2

Click on the Charity and then click on Fundraise, at this point you will need to either sign in (if you have an account) or register

Step 3

Click on 'Taking part' in an event then choose 'Coastal Walk Challenge 2022'

Offline sponsorship

Complete the process

Keep Alternative online fundraising platforms are available, including Facebook fundraising. This can be set up through the Community Sports Foundation's Facebook page.

Good to know

Organisations and businesses often support their staff/employees by contributing donations, or by matching the amount of money they raise. It's always worth asking!

We have a number of incentives and rewards to help encourage you with your fundraising, including:

*total does not include gift aid

individual
player photo
signed by a
Norwich City
FC player

Raise
£150

2x Ground
Tour tickets

Raise
£300

Norwich
City pennant
signed by
the first team

Raise
£400

2x Norwich
City FC
Match Day
Tickets

(game choice subject
to availability)

Raise
£500

Norwich City
FC football
signed by
the first team

Raise
£600

Norwich City
FC shirt
signed by
the first team

Raise
£750

Signed &
Framed
Norwich
City FC
shirt

Raise
£1,500

2x Norwich
City FC match
day hospitality
tickets

(game choice subject
to availability)

Raise
£2,000

FUNDRAISING TOP TIPS

START EARLY

The sooner you start, the more money you will raise.



SET A TARGET

Your goal should be reachable, but also if you are getting close to your goal, stretch it again!



CONTACT EVERYONE!

Check your personal and work address book and, let your contacts know. You may be surprised at who will support your cause.



CUSTOMISE YOUR EMAILS

Why not personalise your personal or work email signature to include a link to your fundraising page? Recipients of your emails may be inspired to help support your walk.



COMMUNICATION SCHEDULE

Plan dates in advance for when you will contact people. Don't bombard your friend list with emails, but make sure you keep up a regular stream of communication.

IF YOU DON'T ASK YOU DON'T GET!

People can only donate if they know about it, so make sure you tell them! Don't be shy and don't be scared to remind them.



CUSTOMISE YOUR FUNDRAISING PAGE

Try to add photos, videos, a story and even a blog - let people feel what you are going through and why.



SOCIAL MEDIA

Update your status on Facebook, Twitter, LinkedIn, or Instagram. Keep directing them to your fundraising page!



BE CREATIVE AND FUN

Cake sales, pub quizzes and car-washes are some of the most common fundraising events but don't be afraid to think 'outside of the box'.



FUNDRAISE WITH OTHERS

Join forces and raise money with another fundraiser - two heads are often better than one! Having a shared target can motivate both of you to reach your goal.



STAY FOCUSED

If you need reminding of why you are completing the walk, visit the charity's website, watch our videos, read our case-studies and get re-inspired!



SAY THANK YOU!

Make sure you say thank you to your donors. You might need them again next time!





WHAT WE DO

MAKING A DIFFERENCE IN NORFOLK

The Community Sports Foundation is Norwich City FC's official charity. We use the power of sport to support and inspire our community. Our charitable objectives are driving inclusion for people with disabilities, boosting mental health and wellbeing, and supporting disadvantaged people to raise their aspirations.

Driving inclusion for people with disabilities

20% of people in Norfolk have a disability, which is higher than the national average. The Foundation works to provide inclusive environments that meet the needs of those taking part, so that they may enjoy the benefits of sport.

Boosting Mental Health and Wellbeing

An estimated 38,000 people in Norfolk experience loneliness. We use the physical and social benefits of sport to improve people's mental health and physical wellbeing. Our work helps to combat loneliness, anxiety, and inactivity for people in Norfolk.

Inspiring disadvantaged people

Norfolk has the third highest school exclusion rate among rural counties. Sport and Norwich City Football Club are powerful tools for engaging with harder to reach groups and inspiring them to raise their aspirations, and reach their potential.

Find out more at communitysportsfoundation.org.uk



CONTACT US

If you have any queries in the build up to the challenge, whether about the challenge itself, or about your fundraising, don't hesitate to get in touch!



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🌐 communitysportsfoundation.org.uk

Norwich City Community Sports Foundation, Norwich City Football Club, Carrow Road, Norwich NR1 1JE



COMMUNITY SPORTS FOUNDATION

SPONSOR FORM

NAME OF FUNDRAISER:.....

ADDRESS:.....

..... **POSTCODE**

EVENT:.....

DATE:.....

GIFT AID

If I have ticked the below Gift Aid box, I confirm that I am a UK income or Capital Gains taxpayer, I have read this statement and want Norwich City Community Sports Foundation to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities that I donate to, will reclaim on my gifts for that tax year. I understand Norwich City Community Sports Foundation will reclaim 25p on every £1 that I have given.

FULL NAME	HOME ADDRESS	POSTCODE	DONATION AMOUNT	PAID?
PETER BLOCK	26 KIRKLEY AVE	OL5 0NX	£ 1500	YES
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
TOTAL:			£	

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FULL NAME	HOME ADDRESS	POSTCODE	DONATION AMOUNT	PAID?	
<i>PETER BLOCK</i>	<i>26 KIRKLEY AVE</i>	<i>OL5 0NX</i>	<i>£ 15.00</i>	<i>YES</i>	<input checked="" type="checkbox"/>
			£		<input type="checkbox"/>
			£		<input type="checkbox"/>
			£		<input type="checkbox"/>
			£		<input type="checkbox"/>
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			£		<input type="checkbox"/>
			£		<input type="checkbox"/>
			TOTAL:		<input type="checkbox"/>

OFFICE USE ONLY

AMOUNT RAISED: MONEY RECEIVED: FORMAT RECEIVED: GIFT AID COLLECTED: