envision

The Envision Cycling Challenge 2025

Thursday 18 – Sunday 21 September

The Road to £1 Million!

Overview

Who:
At Envision we empower young people from less-advantaged backgrounds, who are often underrepresented in the world of work, to develop the Essential Skills and confidence proven to support their education, employment and well-being.

What:
This is a 3-day charity bike ride around Norfolk and Suffolk, taking in countryside, coast and back waters from **King Lynn's** to **North Essex** via **Norwich** and the **East Coast.** It's a chance to raise money for a great cause, challenge yourself, meet new, like- minded, interesting people, and of course, have fun!

When:
Thursday 18th – Sunday 21st September 2025

Why:
This event is our main fundraising event of the year and will enable us to reach and empower more young people. And this year is extra special – over the last 7 years the Envision Cycling Challenge has raised a staggering £850,000 – this means this year we have a huge challenge, to make it to **£1 million.**

How:
To sign up, please visit our website.

What is the Envision Cycling Challenge?

This year will be the eighth edition of this popular cycling event! Our 2025 event will be organised by our wonderful committee: **Alan Livsey, Ben Hobkinson. Chris Stephenson, Clive Meek, Felicity Copeland and Natalie Baylis and Simon Lough.**

The aim of the Envision Cycling Challenge is for riders to get fit, take on a personal challenge, make friends, have fun - and in the process raise money for Envision.

Last year the ride toured the South East corner of England. You can see the highlights here.

This year we will again tackle a 3-day bike ride but following a new route. We will be touring Norfolk and Suffolk, including parts of the Boudica trail. The starting point is King's Lynn from where we will explore the North Norfolk coast and countryside, including the Sandringham and Holkham Estates. Day 2 sees us make our way form Norwich to the coast at Alburgh and onto the second stop-over, in Woodbridge. The final day takes us in a westerly direction, through Constable country, for a 'grand arrival' in picturesque North Essex.

Who are Envision?

We believe a young person's background mustn't determine their future. We want to create a society where young people from less-advantaged backgrounds have an equal opportunity to build the Essential Skills and confidence needed to succeed in later life as their more privileged peers.

We partner each team of young people, led by an Envision Programme Coordinator, with a team of mentors from a local business to design and deliver a social action project that makes a positive change in their school or college community.

Working towards their project goals and key milestones, young people build the Essential Skills and confidence proven to support their education, employment and well-being.

Click **here** to see how our programme works!

The Route

What is the route?

On our first evening (**Thursday 18th September**) we will stay The Knights Hill Hotel & Spa**.** We will then leave bright and early on Friday morning after an early breakfast and a safety briefing.

Day 1

Day 1 starts adjacent to the Wash, north of King's Lynn and soon enters the Sandringham Estate. We then wheel round to the east and pass through the delightful (and not entirely flat!) north Norfolk countryside. Points of note en route to the outskirts of Norwich are Burnham Market, the Holkham Estate and Wells Next the Sea.

Day 2

Day 2 sets out from Norwich in a south-easterly direction across the charming and highly cycle-friendly Suffolk countryside, towards the east coast at Aldeburgh**.** Before arriving at this genteel haven for fine food and fine arts we pass close to her nuclear neighbour! The day's destination is Woodbridge, which nestles on the river Deben.

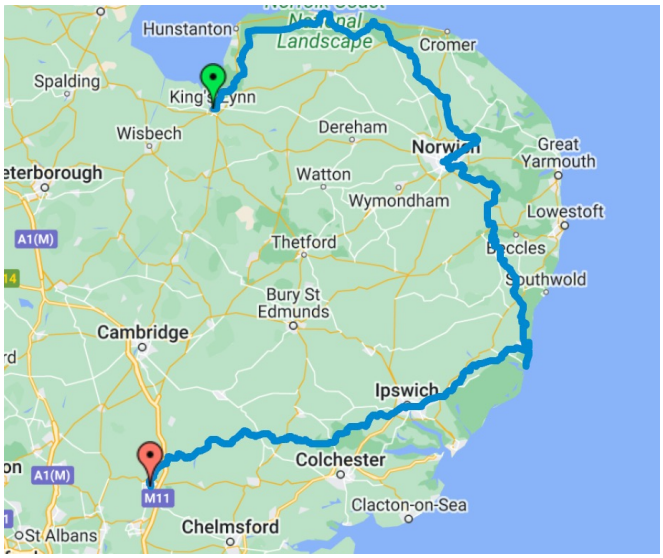
Day 3

Day 3 is a little shorter and gives us the opportunity to enjoy a little of Constable country on the Essex/Suffolk border before travelling west for our grand finale close to Bishop's Stortford. Here we will have a big celebration with friends, family and the Envision Team!

How long is the ride and how hilly are we talking?

The route will be about **200 miles.** As with any Envision ride, there will be a few hills to overcome and definitely some 'undulation'. However, there will be rather less elevation than in previous editions of the challenge! With that being said though, we needed to retain a few steeper climbs to encourage sponsorship and a sense of challenge!

But don't worry! We always have a range of abilities within the group and you can take each day at your own pace. - you can find your people and ride with them. The average anticipated elevation for each day is around 670m.



This is an early draft of the route map. Please note that revisions are inevitable!

What are the Logistics?

How will I get to Kings Lynn and back from Bishop's Stortford?

To Kings Lynn:

- As long as you can get your bike to Fulham on (or before) the night of **Wednesday 17th September**, we will happily take it to the start point by van.
- We will be travelling by train from London to Kings Lynn, for those who would like to join us. You are of course very welcome to make your own way there if the travel arrangements do not work for you.

Back from Bishop's Stortford:

- You will need to make your own way back from Bishop's Stortford; however, we can take bikes and bags back to London to be collected from Fulham in the following days.

Where will I be staying?

Night 1 – **Kings Lynn** – Knights Hill Hotel & Spa (www.knightshill.co.uk)

Night 2 – **Norwich**– Park Farm Hotel & Leisure (https://www.parkfarm-hotel.co.uk)

Night 3 – **Ipswich** – The Salt House Harbour Hotel (https://lqresorts.co.uk/ufford-park/)

We will be doing route and hotel recces well in advance. Whilst the accommodation may not be the ultimate in luxury, it will be comfortable.

What about food?

All meals are included in the price - dinner and breakfast will either be at the hotels or a nearby restaurant, and packed lunches and snacks will be provided on route.

The support van will be used to take your bags between the hotels where we are staying and to the finishing line.

We will also have support vehicles which will provide packed lunches and copious refreshment stops. We can promise you won't go hungry!

The Fundraising

How much do you expect me to fundraise?

This is Envision's main fundraising and promotional event of the year which means that we are looking for riders who will commit not just to riding but also to raising money pro-actively from family, friends, colleagues and employers.

We are looking for riders who will commit to trying to raise a minimum of **£1,000** (on top of the registration fee which we hope riders will pay personally). Riders from the last two previous rides have raised on average between **£3,500 and £4,000**. The brilliant team at Envision will provide materials and support to help you with your fundraising.

We understand that some people who will want to ride will prefer to make a personal donation. We welcome riders on this basis, but we hope they will consider a donation of more than **£1,000** to account for the loss of increased awareness of Envision's mission that is secured through fundraising. Please contact Beth Collins if you would like to ride on this basis and we will be very happy to discuss this with you.

The Road to £1 Million

This year we have an extra challenge! Over the past 7 years we have raised a staggering **£850,000** – this year we are hoping to raise **£150,000** in order to make it to £1 million raised by our fantastic riders! We would love to get as close to this target as possible in 2025, to support our work and the implementation of our new three-year strategy; particularly as the need for our work is greater than ever.

Mehar's Story

Before joining Envision, Mehar struggled with her communication skills and lacked the confidence to speak up in class. Having moved from Pakistan to the UK in 2022, she focused on her studies but hesitated to step out of her comfort zone. Though uncertain at first, she decided to give Envision a try after encouragement from her teachers.

As the programme unfolded, Mehar found the opportunity she'd been waiting for. Eager to make a difference, she embraced the social action project aimed at improving mental health for her fellow students. Her passion for this cause pushed her to lead her team with a newfound confidence. The transformation was remarkable – from quiet and reserved to impressing the judges at the Final Event with her creativity and public speaking.

Mehar now dreams of pursuing Medical Sciences and is driven by the determination to work hard and make it a reality. Thanks to the confidence and skills she gained through Envision, she feels ready to tackle any challenges ahead.

Signing up

How much will it cost me to take part?

The registration fee is:

- **£475pp** for double or twin accommodation
- **£695pp** for single accommodation

Plus, we are offering a 50% discount for under 30s (twin room rate only, for the first 6 under-30s to signup).

This fee covers:

All the costs of the event, meaning all sponsorship goes directly to benefit Envision's work. Including:

- Accommodation
- All meals - breakfast, packed lunches, copious snacks and a sit-down dinner each night
- The cost of transport from London if you travel with us to King's Lynn.
- The costs of the van which will pick up bikes from Fulham and take them to the start and transport them between overnight stops.

This does not include

- Personal cycling insurance.
- Drinks over lunch and dinner.

I'm in! How do I sign up?

Step 1

Please use this link to head to our lovely website to register your interest: https://envision.org.uk/envision-cycling-challenge-2025/

Step 2

The Envision Team will then contact you to confirm whether spaces are still available on the ride this year and our payment process.

Please note:
All spaces are confirmed on a first come first served basis upon full payment.
Paid rider numbers are strictly limited to 40.

FAQs

Is this a big charity bike ride with lots of participants and marshals?

No – that isn't Envision's style at all. We put a lot of preparation into the ride, taking every step we can to ensure the ride is both safe and fun.

This will include; a ride-through by members of the committee of the entire route shortly before the main ride; fully preparing electronic route maps (GPX files) which you can follow via a personal Sat-Nav (strongly recommended); a Health and Safety briefing before the ride and ahead of each day and recruiting experienced riders who can help with navigation and simple mechanical issues.

As in previous years, this is still deliberately a "boutique ride", with a maximum of 40 paying riders (on top of Envision staff etc.) and you will need to use your initiative: there won't be physical route signs or a group of marshals at every turn. But there's no need to worry - in previous years the peloton has naturally split into 3 or 4 smaller groups, who have worked together to follow the route and then basked in the Strava Kudos!

Will I get a chance to see Envision's work and meet the Envision Team?

Yes, absolutely! Every year Envision graduates and/or employees have taken part in the ride - this typifies the commitment of our young people and the Envision team. You will also be invited in advance of the ride to attend an event with our young people to aid your understanding of Envision and kickstart your fundraising and cycling momentum!

I've never done anything like this before. How fit do I need to be?

One of the great things about the previous rides has been the mix of rider's ability: young and old, male and female, experienced cyclists and relative beginners. We welcome experienced cyclists, but for many of the participants the ride was the first serious cycling endurance challenge they had done. We love converting people to cycling!

Any bike ride of 200-250 miles in 3 days requires you to be reasonably fit, but as long as you're healthy and most importantly train in advance you should be absolutely fine. One of the best ways of training, and one of the most popular and distinctive features of the ride, is the practice rides which we will organise over the spring and summer in and around London.

These rides are an opportunity to get hours in the saddle, meet other people and learn more about Envision. We encourage riders to take part in at least one practice ride if possible.

Will the ride be on busy, crowded roads?

No – the exact opposite! We stay well clear of busy roads wherever possible. Most of the route will be on minor roads and even off-road cycle paths in places. Our amazing route planner Clive Meek is an expert at finding quiet, cycle-friendly roads.

Still Unsure?

Check out this feedback from previous riders....

The cycling is important, but we like to think this is more than just another charity bike ride!

"Envision ? Unmissable! Doing good while getting fit and enjoying superb countryside and companions? Truly an unmissable opportunity.

All abilities, all ages – they ALL finish. Our pride in that alone makes this the best three days. But even better? The Envision charity does such superlative work. I'm hooked!!

Feedback from regular rider

A great group of people both on the ride and supporting throughout, with a challenging route through lovely countryside.

Great sense of achievement with the fundraising and really good organisation and communication from the Envision team.

Feedback from a new rider

If you would like to get in touch, please contact Beth Collins.

Beth Collins
Envision Partnerships Manager

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Working in partnership with:

Envision is a register charity number 1095328 based at Canopi, 82 Tanner Street, London, SE1 3GN