

75
Bromley
mencap
Years



TOUR DE BROMLEY AND LEWISHAM

75 Km Cycle Ride

Information Pack



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The Challenge: 75 Km Cycle Ride

Our flagship event invites riders to take on a 75 km cycling adventure, visiting our main sites and other local landmarks in support of Bromley Mencap.

The route offers a rewarding challenge for confident cyclists, while still being achievable with the right preparation and training.

Date: Thursday 1 October*

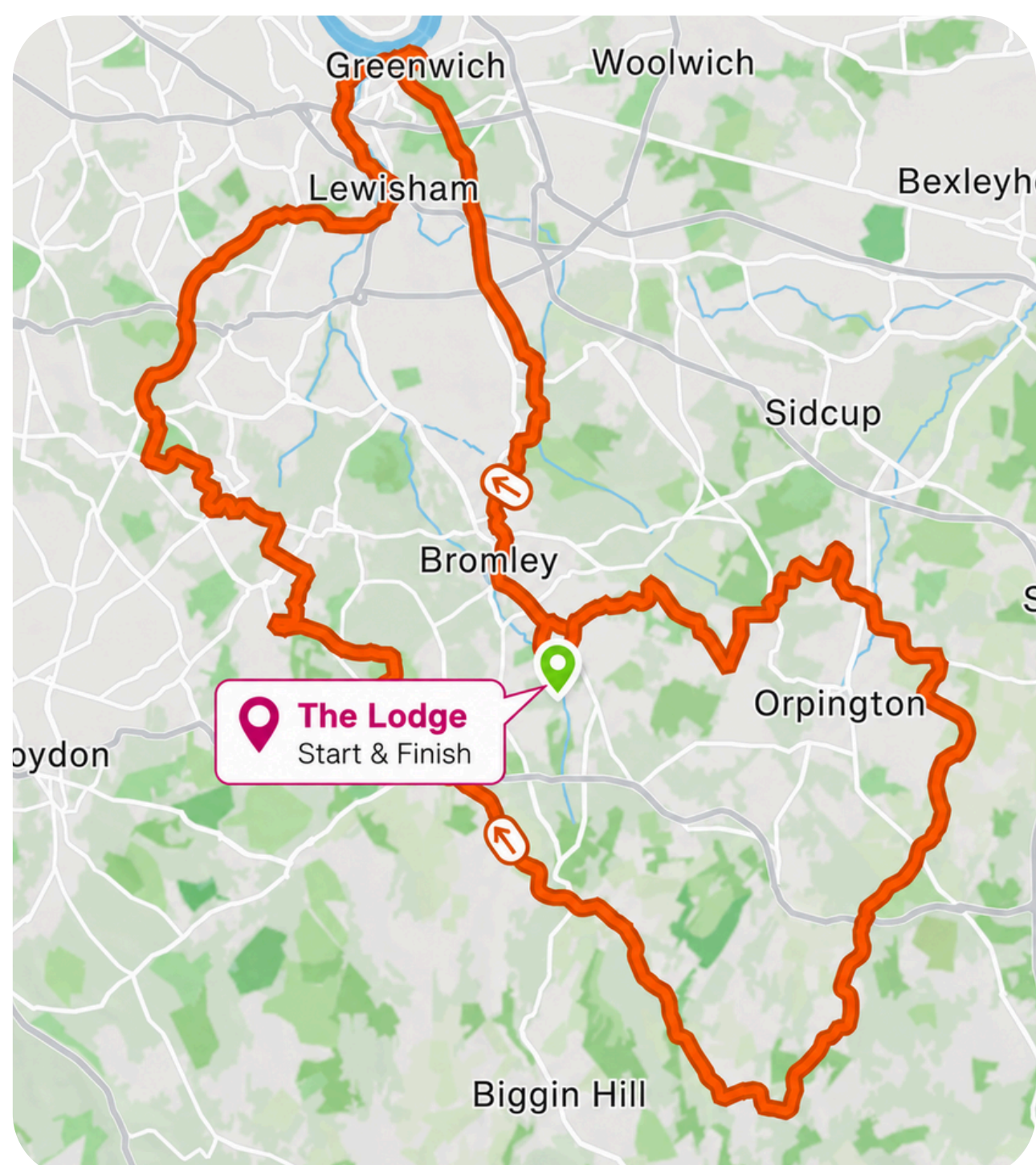
*Or choose a date that suits you, but Bromley Mencap support will not be available on the day.

Start Time: 9:30am

The expected ride duration is 4–6 hours, depending on group pace and rest-stop time.

Start and Finish Point: The Lodge at Norman Park, Hook Farm Road, Bromley, BR2 9SX

Fundraising Target: We ask participants to aim to raise **£250**, but every donation makes a difference.



Route Summary

- 10 km – Cotmandene Crescent
- 20 km – Pratts Bottom
- 30 km – Downe village
- 42 km – Eden Park
- 46 km – Melvin Hall
- 48 km – Crystal Palace Park
- 50 km – Horniman Museum and Gardens
- 56 km – Lewisham town centre
- 62 km – The Cutty Sark/Royal Naval College
- 65 km – Greenwich Park and Blackheath
- 75 km – Finish at The Lodge

Ride Details

The ride begins and ends at our specialist day opportunities training centre, The Lodge at Norman Park, following a scenic loop that first heads out into the quieter countryside of the Kent borders.

There is a chance to refuel at Bromley Mencap's day opportunities centre at Cotmandene before entering the rural lanes around Cudham and Downe, tackling the gentle climbs and descents along this countryside route.

After the countryside section, the route returns towards London, progressing through our day opportunities centres at Eden Park and Melvin Hall before touring Crystal Palace Park, Lewisham, and the splendid Greenwich Riverfront, before looping back through Bromley Town Centre to Norman Park.



About the route

The terrain mixes rolling rural lanes with suburban roads, mainly on tarmac roads and paths, with some short gravel sections. It primarily runs along cycle-friendly routes, but there are some busy traffic sections and crossings.



The event is not a race. It is a friendly fundraising ride for confident cyclists who are comfortable on roads and shared paths. All riders will receive route details and a briefing beforehand.

Refreshment stops will be at 10 km, 42 km and 62 km, with many other cafés and catering outlets en route.

Staying Safe

The route will not be marshalled or traffic-free, so riders are responsible for their own safety and bike maintenance. First aiders and mechanics will be on call during the event.

Please ensure you:

- ✓ Wear a cycling helmet, suitable footwear and clothing for the weather
- ✓ Bring water and snacks
- ✓ Cycle with others where possible
- ✓ Bring a fully charged mobile phone
- ✓ Follow the Highway Code and ride responsibly



Training Key Principles

Getting ready for the Tour de Bromley & Lewisham

- 🚲 Aim to ride three times a week: two shorter rides and one longer ride
- 🚲 Increase your distance gradually
- 🚲 Focus on time in the saddle rather than speed
- 🚲 Include rest days to support recovery



Suggested Training Guide

To help you prepare for the 75 km ride, we recommend following this suggested 8-week training plan.

Everyone starts from a different place, so don't worry if you haven't ridden this distance before. Adapt the plan to suit your fitness level and schedule. The aim is to gradually build your confidence, enjoy your training and arrive at the start line feeling ready.

Weeks 1-2 Build the habit

Ride 1: 10–12 km
Ride 2: 15 km
Long ride: 20–25 km

Focus: Get comfortable on your bike, check your bike fit and find a steady pace.

Weeks 3-4 Build endurance

Ride 1: 15 km
Ride 2: 20 km
Long ride: 30–40 km

Focus: Spend longer in the saddle and practise eating and drinking during your rides.

Weeks 5-6 Build Confidence

Ride 1: 20 km
Ride 2: 25 km
Long ride: 45–55 km

Focus: Build confidence over longer distances and ride at a comfortable, consistent pace.

Week 7 – Your longest ride

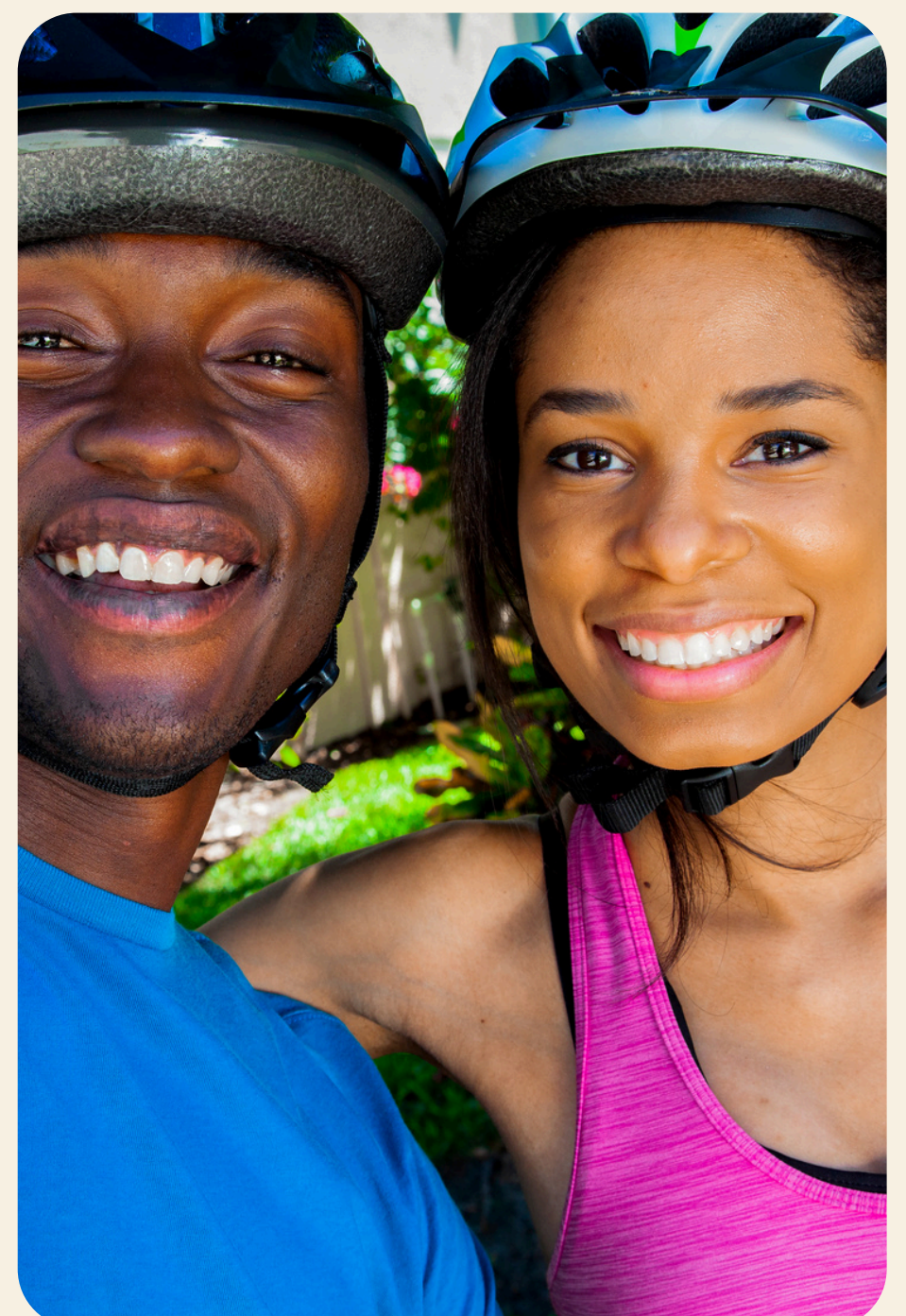
Ride 1: 15 km
Ride 2: 20 km
Long ride: 60–65 km

Focus: Feel confident that you're ready for event day. Remember, you don't need to complete the full 75 km before the event.

Week 8 Taper Week

Ride 1: 10 km
Ride 2: 15 km

Keep your rides short and easy this week. Focus: Rest, stay fresh and make sure your bike is ready for the big day.



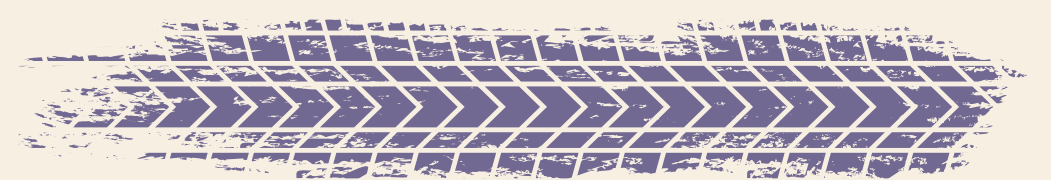


Training Top Tips

- ✓ Eat little and often on rides lasting more than 90 minutes.
- ✓ Stay hydrated by drinking regularly throughout your ride.
- ✓ Pace yourself. Start slower than you think – you should still be able to hold a conversation.
- ✓ Wear padded cycling shorts for extra comfort on longer rides.
- ✓ Check your bike before every ride, especially your tyres, brakes and gears.
- ✓ Don't try anything new on event day – use the bike, clothing and nutrition you've already tested.
- ✓ Remember, this isn't a race. Ride at a pace that suits you and enjoy the experience.

Please note:

This training guide is intended as general guidance only. If you have any concerns about your health or ability to take part, please speak to your GP before starting a new exercise programme.





What Are You Fundraising For? Family Futures

All funds raised through our 75th anniversary challenges will support Family Futures, Bromley Mencap's Children and Young People's Wellbeing Service.

Family Futures provides early, preventative support for families with disabled and neurodivergent children, helping them access advice, build confidence and connect with peer support.

Many families struggle to find support before challenges reach crisis point.

Family Futures helps by providing:

- ✓ Early guidance for parents and carers
- ✓ Workshops and wellbeing support
- ✓ Opportunities for families to connect with others facing similar challenges
- ✓ Support that strengthens resilience and confidence



By fundraising for Bromley Mencap, you are helping ensure families can access the right support at the right time.

Setting Up Your JustGiving Page

Creating a fundraising page makes it easy for friends and family to sponsor you.

Follow these steps:

Step 1

Visit our JustGiving page - [click here](#)

Step 2

Click “Start Fundraising”.

Step 3

Search for Bromley Mencap and select the relevant event.

Step 4

Create your fundraising page and personalise it by:

- Adding a photo
- Explaining why you’re taking part
- Setting your fundraising target

Step 5

Share your page with friends, family and colleagues.
You can share the link through:

- WhatsApp
- Workplace messaging platforms
- Email
- Social media



How To Reach Your £250 Target

At first glance, **£250** can feel like a big goal, but breaking it down into smaller steps can make it much more achievable.

Many participants find that once they start sharing their challenge and asking for support, the donations quickly add up. People often underestimate how willing others are to support a good cause.

Here are some tips to help you reach and surpass your **£250 target:**

Start With Your Closest Supporters

Early donations can help build momentum and encourage others to give. Consider making the first donation yourself or asking close friends and family to get your fundraising page started.

Five close friends or family members donating £25 = £125.



Ask Your Wider Network

Share your JustGiving page with colleagues, neighbours and extended family.

Essentially, consider asking anyone who knows you or knows about your challenge.

Ten people donating £20 = £200.



Use Social Media

Post updates about your training rides and why you're supporting Bromley Mencap.

Ten people donating £15 = £150.



Every donation, no matter the size, helps ensure more families can get the support they need.



Top Fundraising Tips

Organise a Mini Fundraiser

You could host a simple event with the help of friends and family.

Ideas include:

- Bake sale
- Toy or book sale
- Quiz night
- Car wash
- Coffee morning

These can easily raise £200–£300 in a single event.

Ask Your Employer About Match Funding

Many employers offer match funding for charity fundraising. If your workplace matches £250, this could double your impact instantly.

Ask More Than Once

Some people mean to donate but forget, so a gentle reminder can really help. Sharing an update about your training, your progress or why you are taking part can be a friendly way to remind people.

Remember, You're Not Asking for Yourself

People are much more willing to donate when they know it's for a meaningful cause. By taking on this challenge, you are helping raise funds for Bromley Mencap's Family Futures service, supporting families with disabled children to access early guidance, support and community connections.

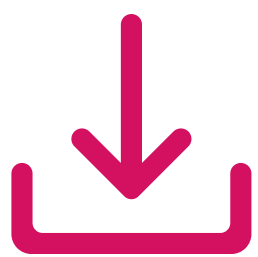




Share your challenge on social media

Help spread the word about the Tour de Bromley and Lewisham by sharing your challenge with friends and family.

We've created a set of simple social media templates you can use to promote your fundraising.



[Download your social media templates here](#)

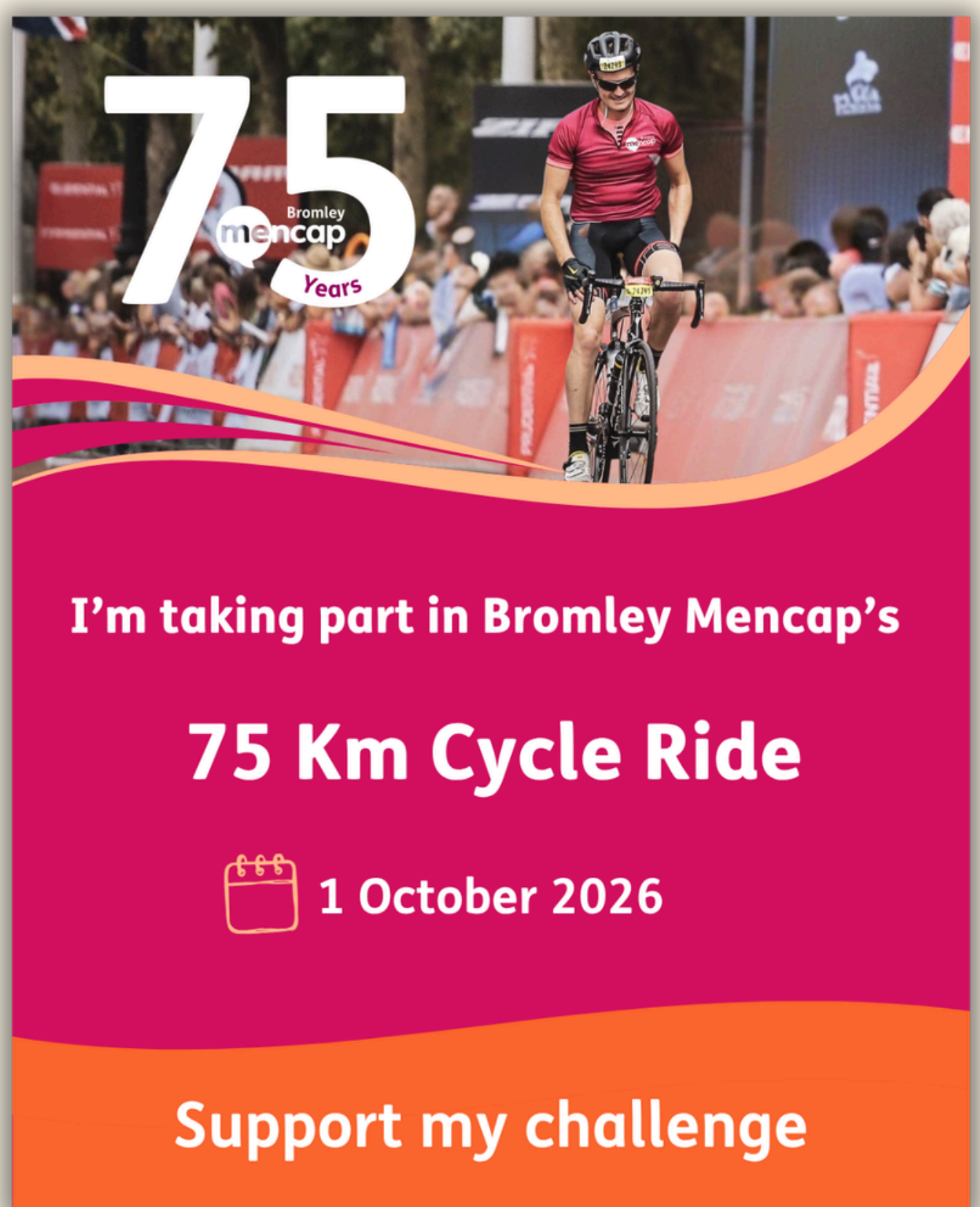


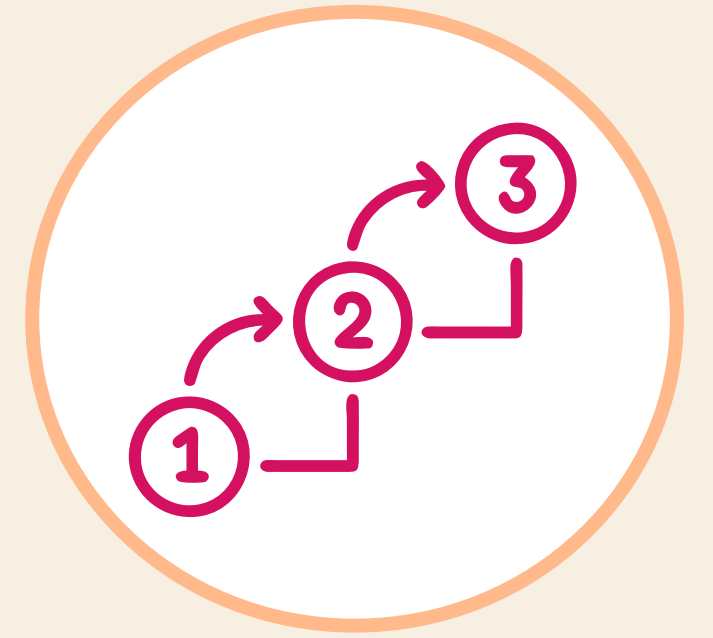
Personalise your post

You can keep it simple – there's no need to edit the image if you don't want to.

Just add your message and your JustGiving fundraising link in the Facebook caption when you post. If using Instagram, you can add your link to your bio or share it through Stories.

Sharing on WhatsApp is also an easy way to encourage more donations!

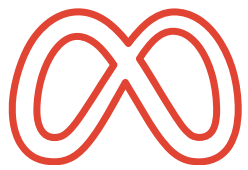




Step-by-step social media guide



Download the template image to your phone or computer



Open Instagram or Facebook and create a new post



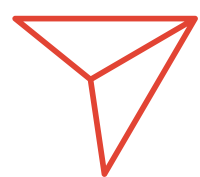
Upload the image



(Optional) Add extra text using the platform's text tool



Add your fundraising link in the caption (or to your bio if using Instagram)



Share your post with friends and family



TOP
TIPS



Sharing your progress during the challenge can really help encourage donations.

A gentle reminder can often be the nudge someone needs to donate.

The logo features a large, bold, black number '75' on a white background. The number '7' is on the left and the '5' is on the right. In the center, overlapping the '7' and '5', is a black speech bubble containing the word 'mencap' in white lowercase letters. Above the speech bubble, the word 'Bromley' is written in black. Below the speech bubble, the word 'Years' is written in a stylized, black, handwritten-style font.