



Cotswold Way Ultra Challenge

21/22 June 2025

Event Guide

PLEASE READ

Please note: this event guide may be subject to changes and revisions.

The 2025 Cotswold Way Ultra Challenge is now well on its way with over 1,600 participants expected to take part. This 'Event Guide' will help with your final planning, and please read this alongside other material set out in the in the 'App' or in the Participant Area of the Ultra Challenge website.

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CHALLENGE APP

The new **Event App** is available, and gives you access to all the key info & updates. If you haven't yet downloaded it:

- ▶ Go to either the **Apple or Google Stores**
- ▶ Search 'Action Challenge' and download this main App
- ▶ On the 'Welcome' screen enter the Event Code **CWC25**
- ▶ This downloads all the info for the Cotswold Way Ultra Challenge.

This App gets updates in the lead up to the Challenge, including the latest route maps - so make sure you have it on your phone!

If you already have the main app downloaded, open the burger menu in the top left, select 'Load New' and enter the Event Code: **CWC25**

In the APP you will find:

- Event Guide
- Briefing Video
- Info on how to 'manage your place' (*cancel/defer/amend*)
- Travel Advice
- Route & Maps
- Rest Stop Info
- Kit List, Training Guide + Much more

You can also view the App Info on a Computer / Laptop

(handy for printing):

Go to: www.web.vamoos.com/login

Enter User ID as: **ACT**

Enter: **CWC25** Passcode (same as mobile App above)



KEY PRE-EVENT INFO....

Start times

For anyone registered **before 26th May**, you should receive your allocated start time sent via **EMAIL** on **Wednesday 27th May**. We will allocate start times as close as possible to the slot selected when registering and at most there may be a half hour difference from that original choice.

If you signed-up as a Team members will be allocated the same start as the Team Captain. If you've **NOT** received your start time email by **6.00pm Wednesday 27th May**, check your 'junk' inbox first and then check that your name is on the Start Time List (which is in the App). If it is, your Start Time is detailed there, and there's no reason to worry or contact us as that time will be confirmed on your **E-Ticket**.

If your name is **not** on the Start Time List **OR**, in legitimate **exceptional circumstances** you'd like to request a '**Start Time Amendment**' **OR**, there seems to be a problem with some of your Team's start times then please complete the **online form** (available on the app).

Anyone that registered on **27th May or after**, your start time will be confirmed on our event '**E-Ticket**' (which will be sent to **ALL** participants on **11th June**).

'**Start Windows**' for the various Challenge options are below. **NO** requests can be made for a start time outside of the appropriate 'window'.

Saturday 21st June (from Cirencester Basecamp)

- **Full Challenge & Full 2 Day** **7.00 - 9.00am** (*runners wave at 7am*)
- **1st Half Challenge** **7.00 - 9.00am** (*runners wave at 7am*)
- **1st Quarter Challenge** **9.00 - 10.00am**
- **10k Cirencester Loop** **3.00pm**

Saturday 22nd June (from Painswick)

- **2nd Quarter Challenge** **9.30am**
- **¾ Challenge** **9.30am**

Saturday 22nd June (from Wotton-Under-Edge)

- **2nd Half Challenge** **10am** (*or anytime if joining a fellow challenger*)

Sunday 25 June (from Wotton-Under-Edge)

- **2 Day Full Challenge (Day 2)** **6.00 - 6.30am**
- **¾ Challenge (Day 2)** **6.00 - 6.30am**
- **2nd Half Challenge** **6.00 - 6.30am**

E-Tickets & Bib Number

Your E-Ticket will be **EMAILED** on **Wed 11th June** - and you must bring it for registration on to the event. Ideally store it on a mobile device to save paper!

If you've **NOT** received an E-Ticket by **Monday 16th June** (check junk mail first) – there will be a 'Starting List' published within the App where you can check your bib number, start time and request an E-Ticket re-send. We ask that you **do not** email or phone to request an E-Ticket.

OPTIONAL EXTRAS




Must be booked in advance. Bookings will close on **Tuesday 10th June** – but book now, as some services have a maximum capacity!

Please note: optional extras may be subject to change

Optional Extras:

- **'University' accommodation at Cirencester** ~ Fri & Sat evening - *Options for Single or Twin rooms.*
 - **Friday:** Suitable for any participants starting their challenge at Cirencester basecamp.
 - **Saturday:** Suitable for Full Continuous Challengers, $\frac{3}{4}$ Continuous Challengers (runners/joggers), 1st Half Challengers (post-challenge), or 2nd Half Challengers (pre or post challenge).
 - If you are on the **Full or $\frac{3}{4}$ 2-Day Challenge** – you cannot book this accommodation for Saturday – you must book the Camping at Wotton!
- **Camping - Saturday night at Wotton (~ 53km halfway) ONLY**
 - Inclusive: single or twin booking,
 - Pitch only Camping: single/extra campers
 - Campervan: single/extra campers
- **Additional Meals**
 - *Cirencester:* Friday Night Dinner (available for anyone booked into university accommodation on Friday Night)
 - *Cirencester:* Saturday Morning Breakfast (included for those staying in accommodation on Friday Night)
 - *Cirencester:* 10k Finishers Hot Meal (optional finishers meal for 10k Challengers)
 - *Wotton:* Sunday Morning Breakfast (included in the inclusive camping package)
- **Parking** – Cirencester start, Painswick (24km) &, Wotton-Under-Edge (53km)
- **Pre-Challenge Transfers:**
 - Kemble Station ➡ Cirencester
 - Wotton ➡ Cirencester
 - Wotton ➡ Painswick
 - Cirencester ➡ Wotton
 - Cirencester ➡ Painswick

➤ **Post-Challenge Transfers:**

- From a 'Finish' back to Train Station (*i.e., Kemble Station/Stroud Station*)
 - Cirencester  Kemble Station
 - Painswick  Cirencester via Stroud Station
- From a 'Finish' back to a Start Line (*i.e., to Cirencester*)
 - Wotton  Cirencester

➤ **Geo Tracker Hire** so family & friends can track your progress in real time!

Optional Extras are detailed in full via our website - with online booking:

[CLICK HERE TO BOOK YOUR OPTIONAL EXTRAS >>](#)

Please Note - Tickets for **bookable extras** will be **e-mailed** the week prior to the event.

Baggage Services (not bookable - pay on the day)

If you want to have your bag transported from the start line to your finish line. This optional service is paid by card / cash on-the-day (*at the baggage drop tent*).

Transfers to your finish:

- Full Challengers, $\frac{3}{4}$ Challengers, Half Challengers, Quarter Challengers
- Registered Runners - free transfer for essential kit (max 5kg bag)

Transfer to Half-Way & then on to Finish (Full & $\frac{3}{4}$ Challengers only - extra clothes etc.)

- Max size per bag - 20kg / 80L
- Runners - **free** for 5kg essentials bag

Walkers & Joggers - bring a day bag (small rucksack) which you will be expected to carry with you to hold your essential kit.

Runners: Carry a small lightweight backpack if you wish - or as above, **registered** runners will receive a FREE transfer for a small bag.

Please Note - For Full Challenge runners - you **MUST PICK** your bag up at the halfway point baggage zone even if you don't need it. Then, once you've finished with it, **DROP** it in the 'Baggage Drop Zone' as signed. Failure to do so will mean the arrival of your bag at the Brighton racecourse finish is likely to be much later than your own arrival!

MERCHANDISE

Don't forget to purchase your Cotswold Way tech T-shirt! Also, check out our range of Ultra Challenge merchandise including leggings, hoodies and hats. We can't guarantee availability on the day, so order yours soon to avoid disappointment!

[CLICK HERE TO VISIT OUR ONLINE SHOP >>](#)

If you have booked Accommodation at Cirencester RAU halls of residence

If you are arriving on Friday evening at Cirencester (strictly **NOT** before 4pm or after 9pm) there will be a signing in point, where you will be able to collect your key fob and we will take a £10 deposit (CASH ONLY), which will be given on return of the key fob. Remember: **Friday evening dinner & Saturday morning breakfast** (if not staying in Friday night accommodation) **MUST** be booked in advance. The same goes for **parking** if you're leaving your car at the Cirencester 'basecamp' (see 'Optional Extras').

PLEASE NOTE: If you are on the Full or $\frac{3}{4}$ Challenge across 2 days - you will need to book camping at Wotton on Saturday night (do not book the accommodation at RAU Cirencester on the Saturday night)!

If you have booked Camping at Wotton-Under-Edge

Camping at Wotton-Under-Edge will be open from midday on Saturday 21st June. Head to the 'Info Point' once you arrive at Wotton for instructions.

REGISTRATION & THE START -

Royal Agricultural University, Stroud Road, Cirencester GL7 6JS

Note - Please see the App for full details of venue locations & maps, and **parking** at all the key start venues must be **booked in advance**.

PARKING LOCATIONS WILL BE CONFIRMED CLOSER TO THE EVENT DATE however, it is at the RAU University, Cirencester. Lookout for signage on the day to point you in the right direction!

Early Registration at Cirencester (*main start*) - Friday 20th June

At basecamp for those staying locally (and at the on-site University Halls) - we will open '**Early Registration**' for Cirencester starters only from 4.00pm until 8.00pm on Friday.

Registration & The Start - Saturday 21st June

Full Continuous, Full 2 Day, 1st Half & 1st Quarter Challenge &, 10K

Cirencester Loop. At Royal Agricultural University, Stroud Road, Cirencester GL7 6JS open 6.00am - 9.30am.

¾ Challenge & 2nd Quarter Challenge. At Painswick RFC & Sports Club, Stroud Rd, Painswick, GL6 6RS open 6.00am - 9.30am.

Registration & The Start - Sunday 22nd June

2nd Half Challenge & 2nd Day of '2 Day Full Challenge' & ¾ Challenge. At Wotton Sports Centre, Centre, New Road Entrance (field), Wotton-under-Edge GL12 8JW opens 5.00am - 6.00am.

At Registration

- Try and arrive 1 hour prior to your start time.
- You **MUST** present your **E-TICKET**
- Collect your **EVENT PACK** (Event & timing pass, lanyard, bib, route card)
- You'll also get a souvenir **Cotswold Way Ultra Challenge neck buff.**
- Detail critical **medical details** on the reverse of bib (*i.e., serious conditions / allergies*)
- E-Tickets are **NOT** transferable - we may ask for ID.
- **PHOTO ID MUST BE PROVIDED FOR THOSE ON A MULTI-DEAL**
- You must come with at least **2 litres of water** (bottles / camel back).

You'll be called into the '**Start Pen**' about 15 mins **before** your official start time for a safety briefing & warm up - and then you'll then set off a 'wave' of about 250 or so challengers.

THE ROUTE

Will be marked with pink arrows, ribbons, flags & signs. Equally important - you'll have access to a **Google route map via the Challenge APP** (and a QR code on the Route Card). A mobile phone is therefore **essential** - and ideally with a back-up battery pack - which are readily available these days! With the right phone settings your 'blue dot' location shows up relative to the route, so you'll always be able to figure where you are!

Google Map

This will be finalised & enhanced with useful information prior to the Challenge.

GPX file

You will be able to download the final GPX file of the route to upload into GPS type devices (Garmin's etc.). This will be available from the week of the Challenge via the website and the app.

[CLICK TO VIEW ROUTE >>](#)

NOTE: The Route is **subject to change** in the lead up to the event - and potentially close to the start date - so please always follow **the signage on the day**. We've plotted the route on various devices to get the 'best' plot, and please be aware that some GPS devices tend to overstate distance on relatively slow, long, walking / hiking type activities. It's best to turn off the device when you are stationary for prolonged periods (i.e. - at rest stops).

Hazards on Route

Hazards exist in many guises - on footpaths, pavements, and on roads! Look out for: Traffic (crossroads in the correct places); slippery surfaces on footpaths (it may be wet); stiles (can be tricky); steep slopes; other pedestrians / dogs. Darkness / nighttime brings additional challenges - so you **must bring a head torch!** Be careful and always be on the cautious side. Look, listen & think ahead as for most this event is NOT a race!

Timing & Tracking

You'll be issued with a timing pass & lanyard to be worn around your neck during the event. This will be scanned at the start / finish and at rest stops. You must go through all check points for your tracking profile to be updated. Friends & family will be able to view your progress through rest stops - and this link will be available via the **App** and the **website** on Thursday 19th June.

'WhatsApp' & 'What 3 Words'

The route is relatively remote in places & post codes often don't work - so having access to (and knowing how to use) 'WhatsApp' location functionality and 'What 3 Words' (which is a well-known location type app) are both very useful in case you need to give your specific location to a supporter (i.e., to meet or pick you up) or to our Control Room. Please check these out if you are not familiar with them.

Food & Drink at Cirencester basecamp & Rest Stops

All dietary requirements are catered for (please ask if it's not apparent!)

- **Start** (*Cirencester basecamp*) - Hot drinks, biscuits, bars (breakfast vendor too)
- **24 km Stop** (*Painswick*) - Picnic lunch
- **53 km - 'Halfway' + 1st Half/2nd Quarter Finish** (*Wotton-Under-Edge*) - selection of hot meals
- **78 km Stop (Saturday)** - (*Beaufort*) -selection of hot/cold meals

- **78 km Stop (Sunday)** - (*Beaufort*) - picnic lunch
- **Finish** (*Cirencester*) - Hot meal for finishers (or breakfast - depending on time)
- **Other Rest stops:** Good mix of snacks (inc. bakery / fruit / cut fruit / protein bars/ chocolate / sweets / savoury) - and hot drinks / water/ squash / energy drink.

If you have a favourite snack which 'hits the spot', perhaps keeps you going when you might not feel like eating other food - then it's not a bad idea to bring some of it with you! Please clear & **dispose of all your rubbish** in the sacks / bins provided at all the venues.

Medical Facilities

Our team of medics will be at the basecamp & at all the Rest Stops with mobile resources deployed for any serious incidents. You should bring your own small first aid kit and always deal with blisters as soon as you feel a 'hot spot' (don't wait till you get to a rest stop!). There's a **massage service** at the Wotton-Under-Edge 53 km 'halfway' & point & at the main basecamp finish in Cirencester (10 min slots - booked on arrival at that stop).

FINISH LINE & DEPARTING

All finishers will get a well-earned medal, t-shirt, glass of fizz and a meal.

1st Quarter Challenge finish line - Painswick Rugby Club, Stoud Road, Painswick, GL6 6UH. There are bookable shuttles to take finishers back to the Cirencester start parking, and Stroud train station. Supporters collecting you can purchase a parking pass in advance. Supporters will not be allowed in the main marquee area (there will be a separate seating area).

[GOOGLE MAP LOCATION FOR PAINSWICK >>](#)

1st Half Challenge & 2nd Quarter finish line - at Wotton Sports Centre, Centre, New Road Entrance (field), Wotton-under-Edge GL12 8JW. There will be optional bookable transfers to the Cirencester basecamp or Stroud train station. Supporters collecting you can purchase a parking pass in advance - but will not be allowed in the main marquee area.

[GOOGLE MAP LOCATION FOR WOTTON-UNDER-EDGE >>](#)

Full, ¾ Challenge & 2nd Half Challenge finish line - Royal Agricultural University, Stroud Road, Cirencester GL7 6JS. There are shuttles to the Kemble

train station which **MUST** be booked in advance via our online booking form. Supporters will be able to park at Cirencester (to pick you up) they can purchase a parking ticket in advance but will not be allowed in the main marquee area (there will be a separate area).

[GOOGLE MAP LOCATION FOR CIRENCESTER >>>](#)

Note - Runners / Fast Joggers:

Runners on the Full ~100km Challenge will finish somewhere between 6:00 – 11:30pm on Saturday. For those arriving at the finish line when the trains are not running, there will be a quiet area available for participants to rest until the first train on Sunday morning. Alternatively fast joggers/runners can book accommodation at the start/finish line at Cirencester for Saturday night. Please bear in mind that as the runners arrive relatively spread out at the finish line, the finish line can be quiet at times (so do ask your supporters to join you!)

DROP OUT PROCEDURES, CUT OFF TIMES & RULES

During the event there will be a **Control Room** in operation. Please ensure that you save the important phone numbers prior to the Challenge.

Emergency No. (If you're injured but non-life threatening): **0203 422 4357**

Control Room No. (For non-emergencies i.e., you are lost): **0207 609 6695**

Drop Out SMS / WhatsApp (To say you're retiring etc.): **07931 466138**

Life Threatening Incidents CALL 999 first, **then** the emergency no. above

Exiting / Retiring from the Challenge

If you need to exit / retire from the Challenge, please inform Event Staff or text the number provided on the Route Card – procedure details below. The ideal place to retire is at any Rest Stop, so unless it is an absolute emergency, please do your best to carry on to one of these stops.

There will be shuttle buses picking up those who have retired from the event from the 24km Painswick rest stop onwards, to take you to the next major Rest Stop – where (if required) you can book on to one of the Shuttle Transfer Busses to get back to Cirencester. However, these buses will be doing round trips stopping at all rest stops on the route, so this may involve a wait during busy times.

If dropping out at a Rest Stop / Mid Point

Go to the **'Information Point'** and staff will provide details of shuttle services or other ways to exit. The shuttle service is only available from the 30km point onwards. Before that point, retirees will need to make their own travel arrangements, unless in an emergency when we will have vehicles and medics available.

If exiting the event on the course

If you need to exit / retire from the challenge, please inform event staff OR text the 'Drop Out' number provided on the Event Pass with your **NAME, BIB NO. APPROX KM** and **TIME**, along with the words 'DROPPING OUT'. Please include details for team mates also exiting the event if applicable.

Other pick-up points

If you are physically unable to make it to the next rest stop, we will have a number of strategically designated 'pick up points' (that our vehicles can access) - the Control Room will be able to direct you. Pick-ups from these points will just move you to the next rest stop - and at that point **your challenge will finish** (they cannot be used to 'get a lift').

Cut off times.

The event will have cut off times based on a maximum walking time for each distance. Please see a breakdown of the different challenge options and related maximum walking times. Please use this table as a guide and pick an appropriate start time to enable you to meet the cut off times. Please note that rest stops may also operate cut off times to help keep all participants on track.

COTSWOLD					
Challenge	Distance	Max Walking Time (hours)	Finish Location	Finish cut off time	Day
FULL	100	34	Cirencester	22:00	Sunday
Three Quarter	76	26	Cirencester	22:00	Sunday
1st half	53	16	Wotton-under-Edge	2:30	Sunday
2nd Half	47	14	Cirencester	22:00	Sunday
1st Quarter	23	7	Painswick	17:30	Saturday
2nd Quarter	30	9	Wotton-under-Edge	2:30	Sunday
Cirencester 10K	10	3	Cirencester	-	Saturday

If anyone fails to meet any of these cut off times, the Organiser reserves the right to either withdraw participants from the Event or move participants forward to re-align back within the cut off times. We will, however, do everything we can to ensure that anyone who wants to continue can do so as we are fully aware of what 'finishing' means to many.

Event Rules

There aren't too many rules - but the ones we have are important. Please make sure you familiarise yourself with these rules and our Ultra Code before the Challenge:

- Do not attend the event if you feel ill - or have an infectious disease.
- Your Bib & Event Pass must be worn at all times.
- You must have a mobile phone with you & the app installed (+ WhatsApp / 3 Words)
- You must carry a back-up power pack for your phone.
- Participants must ensure they are hydrated, fed & rested before commencing any stage of the event and report any concerns to an Event Medic or Event Staff
- If, in the opinion of an Event Medic, a participant is considered unfit to complete the next stage, or further stages, that participant will be excluded as necessary.
- All Full, 3/4, 1st Half & 2nd Half Challengers **MUST** carry a head torch and wear it during the hours of darkness.
- **NO DOGS** (or pets of any kind) anywhere on the Challenge or route - we do not have permissions from landowners, venues and/or farmers to have any kind of animal on the route so pets of any kind are not allowed.
- The Event Organiser reserves the right to operate a 34-hour cut off time for all participants attempting the Full Challenge - with other Rest Stops closing times in accordance with this time frame (as set out above).
- No individual should leave a rest stop alone during the hours of darkness - you must be with a TREK MASTER-guided group or be part of a team.
- The Organiser reserves the right to officially remove a participant from the Challenge if, in their reasonable opinion, the participant's actions or behaviour is likely to significantly impact the wellbeing of other participants, staff, suppliers, or members of the public - or will bring the reputation of the event and / or the event organiser into disrepute.
- If any participants are encouraging, or hosting 'non-registered challengers' to take part in the challenge alongside them in some way and are seen to be passing food /drink to them - all involved will be disqualified, all our services will be immediately withdrawn, offenders will be removed from our venues, and no refunds of any kind will be made.
- Ultra-Challenge Participants who have entered the challenge on a **MULTI DEAL MUST PROVIDE PHOTO ID** at registration or risk losing their place on the challenge.

The Ultra Code

It is important to remember that the route goes through public paths and can run close to private property. In respect of this, please be sure to always follow the Ultra Code:

- **No littering at all** - bring a bag to use for your litter - and dispose of at rest stops.
- **Always shut gates behind you**
- Be considerate of local residents, making sure to keep noise levels down.
- Use the toilets provided (and use them properly!) - and not on the route!
- Respect private property (keep out)
- Beware of roads - and always cross in the correct places.
- Be considerate of other walkers on the route who may not be taking part.
- Be aware of cattle / sheep.

SUPPORTER ACCESS TO REST STOPS

There will be supporter zones at: Cirencester, RAU basecamp (main start/finish), Painswick (24 km), and Coaley Peak (38km) Wotton-Under-Edge (53 km 'halfway'). Supporters will not have access to the main marquees and must be self-sufficient with their own food and drink. At other Rest Stops there's **no supporter access** (unless for a drop out /retiree pick up).

What can you expect next from us...

- 1. Pre-Event Video Briefing!** Our Pre-Event Briefing gives you a quick rundown on what you can expect on the day, the route, hints & tips!
- 2. E-Tickets** These will be sent to you on Wed 11th June - keep an eye out for them in your inbox!
- 3. Timing Website & Good Luck** On 19th June Cotswold Way timing & tracking website will go live and a final 'Good Luck' email from us as will.
- 4. Official Results & Certificates Released** Your final times will be released via the timing website on the 3rd June - you'll also be able to download your official Cotswold Way Ultra Challenge certificate!

We wish you the best of luck for your challenge if you have any questions, please visit our online Help Centre on our website:

[CLICK HERE for the Help Centre >>](#)

Kind Regards,

The Ultra Challenge Team,



Action Challenge,
London