



# **Kent Downs 50 Ultra Challenge**

**Saturday 11<sup>th</sup> October 2025**

## **Event Guide**

***PLEASE READ!***

*Please note: This Event Guide may be subject to change*

**The Kent Downs 50 Challenge is our final Ultra Challenge of the 2025 season, and with around 1,500 participants expected to take part it should be a great event! This 'Event Guid will help with your final planning, and please read this alongside other material set out in the in the app.**

## **Contents**

<b>CHALLENGE APP.....</b>	<b>3</b>
<b>KEY PRE-EVENT INFO .....</b>	<b>4</b>
Start Times.....	4
E-Tickets & Bib Number.....	4
<b>OPTIONAL EXTRAS .....</b>	<b>4</b>
Merchandise.....	6
<b>REGISTRATION &amp; THE START.....</b>	<b>6</b>
<b>THE ROUTE .....</b>	<b>7</b>
Google Map .....	7
GPX file .....	7
Hazards on Route .....	8
Timing & Tracking .....	8
WhatsApp & What 3 Words .....	8
Food & Drink at the Challenge Rest Stops .....	8
Medical Facilities .....	9
<b>FINISH LINE &amp; DEPARTING .....</b>	<b>9</b>
<b>DROP OUT PROCEDURES, CUT OFFS, RULES .....</b>	<b>9</b>
Exiting / Retiring from the Challenge.....	10
If dropping out at a Rest Stop / Mid-Point.....	10
If exiting the event on the course .....	10
Other pick-up points .....	10
Cut off times .....	10
<b>EVENT RULES .....</b>	<b>10</b>
The Ultra Code .....	11

## 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 **KD5025**
- ▶ This downloads all the info for the Kent Downs 50 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: **KD5025**



### 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](http://www.web.vamoos.com/login)

Enter User ID as: **ACT**

Enter: **KD5025** Passcode (same as mobile App above)

## KEY PRE-EVENT INFO

### Start Times

For anyone registered by **15<sup>th</sup> September** you will be able to view your Start Times via the app on 16<sup>th</sup> September. Simply search **your name** and it should come up. Start times will also be confirmed on your **E-Ticket** so there is no reason to contact us unless you have not received this **AND** registered by the **15<sup>th</sup> September**.

We allocate start times as close as possible to the preferred slot you selected when registering and at most there may be a half hour difference from that original choice.

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** that will be available via the app.

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

### Saturday 11<sup>th</sup> October - *From Kent Showground*

- **Full 50km Challenge**                      **7.30 - 9.00am**
- **50km Ultra March**                      **9.00am**
- **25km Challenge**                      **8.30 - 9.30am** *(7.30 runners' wave)*
- **10km Challenge**                      **10.30am**

### E-Tickets & Bib Number

Your E-Ticket will be **EMAILED** on **1<sup>st</sup> October** - 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 6<sup>th</sup> October** (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

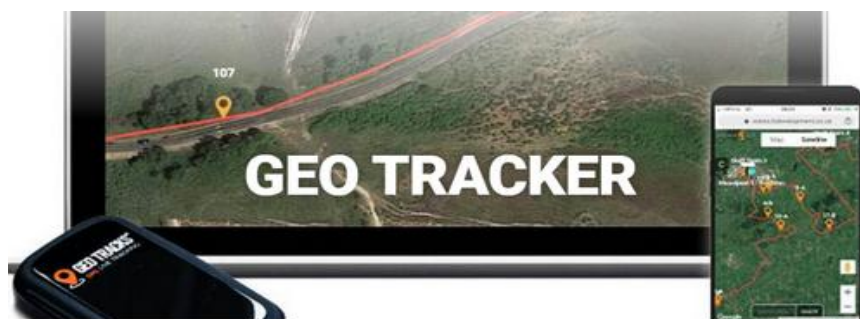


Must be booked in advance - bookings will close on **31<sup>st</sup> August** - book now, as some services have a maximum capacity!

**Please note:** optional extras may be subject to change.

### **Our Optional Extras include:**

- **Camping** - at Kent Showground for Friday & / or Saturday
  - Inclusive: single/twin
  - Pitch only Camping: single/extra campers
  - Campervan: single/extra campers
- **Meals -**
  - Friday Night Dinner (*Friday night campers only*)
  - Saturday Morning Breakfast (*Inc. for Friday night inclusive package campers*)
  - Sunday Morning Breakfast (*Inc. for Saturday night inclusive package campers*)
  - 10k Finishers Hot Meal
- **Parking** - at Kent Showground (basecamp)
- **Pre-Challenge Transfer**
  - Maidstone Station → *Kent Showground (basecamp)*
- **Post-Challenge Transfer**
  - Kent Showground (*basecamp*) → Maidstone Station
- **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 OPTIONAL EXTRAS >>\*\*](#)

**Please Note** - Tickets for **camping & parking** will be **e-mailed** the week prior to the event (coach transfers will be based on lists that we will have on the day)

### **Baggage Services (no need to book online - pay on the day)**

This is an optional service - paid by **card / cash on-the-day** (*at the baggage drop tent*).

- Store a bag at the Kent Showground start
- Registered runners are entitled to FREE storage of a small 5kg kit bag.
- Bigger bags, or any additional bags need to be checked in separately and paid for.
- 10K Participants - Free storage for small bag at Kent Showground.

## Merchandise

Don't forget to check out our full range of Ultra Challenge merchandise including fleeces, leggings, hoodies and hats! We can't guarantee sizes and availability on the day at the start - so order yours NOW to avoid disappointment!

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

## REGISTRATION & THE START

**Note** - Please see the App for full details of venue locations & maps. **Parking** at all the start venues must be **booked in advance** (i.e., weekend, single day, supports).

### **KENT SHOWGROUND BASECAMP (main start / finish & camping)**

**Kent Showground, Detling, Maidstone, ME14 3JF.** Look for our direction signs!

[BASECAMP MAP & ACCESS >>](#)

### **Early Registration at Kent Showground basecamp - Friday 10<sup>th</sup> October**

For starters ONLY if it's convenient - open between 4.00 - 8.00pm

### **Registration & The Start at Kent Showground basecamp - Sat 11<sup>th</sup> October** **Full 50k Challenge, 25km Loop & 10k**

- Opens 6.30 - 10.30am

### **At Registration**

- Try and arrive within 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 **Kent Downs 50 neck buff**.
- Write critical **medical details** on the reverse of bib (*i.e., serious conditions / allergies*)
- E-Tickets are **NOT** transferable. We may ask for ID proof.
- PHOTO ID **MUST BE PROVIDED FOR THOSE ON A MULTI-DEAL**

- You must come with **1 litre of water** (bottles / camel back) & **2 litres** if on 50km.

You'll be called to the '**Start Pen**' 15 mins **before** your official start time for a safety briefing & warm up. Then you'll then set off a wave of about 300 or so challengers.

**Note** - if you arrive more than 1 hour before your start time, you'll have to wait outside the marquee basecamp area / or in your car - so 1 hour prior is perfect! If you registered on the Friday, you can arrive 30 minutes before your start time if that suits you better.

### **If you've booked CAMPING at Kent Showground Basecamp**

Friday Camping opens from 4pm to 10pm (register first - then go to the camp site check-in). If you are just camping on Saturday - again, register first and then head to the campsite check-in. There are dedicated parking areas for campers.

Zones for 'pre pitched' / 'pitch only' / and campervans will be marked out and the camping area is located close to the main start marquee set-up. Breakfast the following morning is included in the inclusive camping packages - and if you want **Friday Evening Dinner** at basecamp (*served 6 - 9pm*) this must be booked in advance (**via the optional extras page on the website**).

If you're **only** camping on Friday evening your pitch & bags **must be cleared** before you start your challenge on Saturday morning. The campsite **must** be vacated on Sunday by 9am at the latest (*breakfast ends at 8am*).

## **THE ROUTE**

Will be marked with pink arrows, ribbons, flags & signs. 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** & 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 app & the website.

[CLICK HERE TO VIEW THE 'ROUTE MAPS' >>](#)

**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 overstate distance on relatively slow, long, walking / hiking type activities. Therefore, 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 & cycles (cross roads in the correct places); slippery surfaces on footpaths (it may be wet); stiles (can be tricky); steep slopes; other pedestrians / dogs; and of course, darkness!

**Important Note** - If you're walking the 50Km Challenge it will be dark by the time you finish and therefore you **must** bring and wear a **HEAD TORCH** - this is **compulsory!**

### **Timing & Tracking**

You'll be issued with a timing pass & lanyard to be worn around your neck. This will be scanned at the start / finish & 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 stop. This link will be available via the **App** the Thursday before the Challenge.

### **WhatsApp & What 3 Words**

The route is relatively remote in places & post codes often don't work that well, 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 or to our **Control Room**. Please check these out if you are not familiar with them.

### **Food & Drink at the Challenge Rest Stops**



All dietary requirements are catered for (ask if it's not apparent!) and if you want more food at the main rest stops - PLEASE ASK FOR IT - as our catering team is there to help!

- **Start** (*Kent Showground*): Hot drinks, biscuits, bananas (Plus - breakfast vendor)
- **50km Challenges** (*24km Maidstone*) Picnic lunch
- **All Finishers:** Hot meal at Kent Showground & dessert + hot drinks + BAR
- **Rest stops:** Good mix of snacks (inc. bakery / fruit / chocolate / sweets / savoury) & hot drinks /water/ squash

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 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!).

## FINISH LINE & DEPARTING

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

### **Full 50km, 25km Loop & 10km finish line at Kent Showground Basecamp**

There are bookable shuttles (book in advance via Bookable Extras) to take finishers to Maidstone station. Supporters can purchase a parking pass in advance if they want to watch you finishing.

[GOOGLE MAP FOR KENT SHOWGROUND >>](#)

## DROP OUT PROCEDURES, CUT OFFS, 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 Number** (if you are 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 466 138**

**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.

### 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 23km 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 which the Control Room can direct you to. Pick-ups from these points will just move you to the next rest stop - and at that point **your challenge will finish**.

### Cut off times

The Event has an overall cut off time of 23:00pm on Saturday evening for 50 km Challengers (at Kent Showground basecamp).

**Note** for 50km Challengers you must leave your 23 km halfway picnic lunch stop by 4.30pm at the latest to begin your 2<sup>nd</sup> Half.

If anyone fails to meet these cut off times, the Organiser reserves the right to withdraw participants. 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.

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.
- 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 Challengers **MUST** wear a head torch during the hours of darkness.
- The Event Organiser reserves the right to operate the cut off time - with Rest Stop closing times in accordance with this time frame.
- **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.
- 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 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 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 footpaths 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 aware of cattle / sheep
- 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 uneven surfaces & trip hazards.**

## **SUPPORTERS AT REST STOPS**

There will be supporter zones at: Kent Showground Basecamp (start / finish venue).  
At other Rest Stops there's **no supporter access** (*unless for a retiree pick up*).

## **WHAT CAN YOU EXPECT NEXT FROM US...**

- 1. Pre-Event Video Briefing!** Our Pre-Event Briefing will give you a quick rundown on what you can expect on the day, the route, hints & tips for training and more! Available on the app from 16<sup>th</sup> September
- 2. E-Tickets** These will be sent to you on the 1<sup>st</sup> October - keep an eye out for them.
- 3. The Live Event Website & App** on the Thursday 9<sup>th</sup> October timing & tracking website information will go live.
- 4. Official Results & Certificates Released** Your final times will be released via the timing website on the 13<sup>th</sup> October - you'll also be able to download your 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

