

THE BIG CHARITY CYCLE



AFPA
TRUST



Wed 19th – Sun 23rd May

2027

London to Brussels



The Ultimate Asset Finance Industry Cycling Challenge

Get ready for the ride of a lifetime! The BIG Charity Cycle is back in 2027 for one of the largest ever organised cycle rides in the asset finance industry - an unforgettable adventure combining challenge, camaraderie, and breathtaking landscapes.

Over three action-packed days, you'll embark on an epic journey from the bustling streets of London through the iconic landmarks of Northern France and Belgium. Whether you're a seasoned cyclist or a first-time long-distance rider, this adventure is designed for all levels.

- Ride at your own pace with a guided group led by professional cyclists
- Choose your route on day 2 with either a medium or longer distance ride

Event Itinerary

Wednesday, 19th May - Arrival in London (evening)

Settle into your London hotel ahead of the big adventure and connect with fellow riders before the Grand Départ.

Thursday, 20th May - London – Dover – Calais

Covering approximately 136km / 85 miles, depart from London and ride through the stunning Kent countryside. Then take the ferry to Calais; and cycle the short distance on French roads to the hotel.

Friday, 21st May - Calais – Kortrijk (with optional Roubaix detour)

Covering approximately 124km / 77 miles, we head east from Calais towards Belgium. Cycle a flat route through small villages and farmland, towards the hop fields of Flanders. Then make your way through Heuvelland and on to the historic city of Kortrijk. There's also an option to cycle an extra 25km / 15 miles with a detour to Roubaix, passing the iconic Roubaix Velodrome before heading to Kortrijk.

Saturday, 22nd May – Kortrijk – Brussels

Covering approximately 110km / 68 miles, this is the final stretch! We leave Kortrijk and pass Oudenaarde and the Valkenberg along the way. This famous cycling region includes a few short climbs, before a flatter run-in brings us towards Brussels. We finish at the historic Grand Place - a memorable end to the challenge - before celebrating together at our final dinner.

Sunday, 23rd May

Celebrate your success before boarding the Eurostar back to London, with incredible memories (and tired legs!) to take home.

Costs & Packages

Choose the package that suits you best and be part of the BIG Charity Cycle!

Option 1: Fundraiser Package

Raise funds for a great cause while taking on this epic challenge!

- Initial Entry Fee: £199
- Minimum Fundraising: £1,451
- Total cost: £1,650

Option 2: Self-Funded

(No Fundraising Required)

For those who prefer to fund their own adventure - no fundraising commitment required.

- Initial Entry Fee: £199
- Pay a separate installment of £1,451
- Total Cost: £1,650

Cost Inclusions & Terms

What's Included?

- All hotel accommodations & board (twin-room basis, 2 persons per room)
- Single room supplement available
- Travel home on Eurostar

Important Information

- Entry fees are non-refundable
- All riders must self-certify their fitness and health before the ride
- Insurance: Please note that personal insurance and bike insurance are not included in the cost of the ride. Riders are strongly encouraged to secure their own coverage for the event
- Rider cancellations must be submitted in advance by writing / email to the AFPA Trust organisers
- The minimum fundraising amount must be guaranteed by the rider to AFPA Trust
- The minimum fundraising amount goes directly to AFPA Trust, which supported 46 charities in 2025, donating a total of £160,398
- Fundraising Bonus: Any amounts raised above the minimum figure due to AFPA Trust may, with prior consent, be shared with a rider's chosen charity
- A designated AFPA charity or charities for this ride will be confirmed in due course

Sponsorship Opportunities

Gain premium exposure and align your brand with one of the biggest cycle rides in the asset finance industry!

Sponsorship Packages:

Front of Shirt: £1,000

Shirt Arm £500

Logo on back £250 for riders and non-riders

Exclusive Bonus!

Any Front of Shirt sponsor also receives Back of Shirt placement - as do all AFPA Trust Platinum Charity Sponsors.

See example of the rider's shirt.



Contact Us

To register for the event or to learn more, reach out to mark@marklyonsrecruitment.com. Alternatively visit www.afpatrust.com/events

Be part of this inspiring event, enjoy the journey, and create memories that will last a lifetime.

