

Velindre Cancer Charity  
presents



Proudly sponsored by



In association with



Event Pack  
Devil in the Hills  
Sunday 29th March 2026

# Welcome from #TeamVelindre

## Welcome to your Devil In The Hills Event Pack!

Get ready to take on one of Wales' most exhilarating cycling challenges!

The Devil In The Hills Bike Ride, is a brand new event in the Velindre events calendar and we're delighted to have you on board! This challenging ride, led by Rugby Legend and Velindre Charity Patron Shane Williams, carves its way through the breathtaking landscapes of the Brecon Beacons, combining raw natural beauty with two of the region's most iconic and formidable climbs: The Devil's Staircase and The Devil's Elbow.

This isn't just a test of endurance, it's a ride with purpose. Every pedal stroke helps us continue our vital work supporting patients and their families across South Wales and beyond.

Whether you're here to conquer the iconic climbs, soak up the scenery, or push your limits for a cause close to your heart, you're part of something truly special. So gear up, dig deep, and embrace the challenge. The hills may be devilish, but the impact you're making is nothing short of heroic.

In this pack you will find everything you need to know about the event, from health & safety guidance to fundraising, we've got you covered. Please ensure you read this pack carefully and familiarise yourself with all key details.

This event isn't possible without our wonderful riders, volunteers and supporters and this year with your help we hope to make the first event a huge success!

It has all the makings of a fantastic event, and we can't wait to welcome you at the starting line. **Good luck with your training and fundraising!**

If you need any further support, please don't hesitate to contact the Velindre Cancer Charity Team via:  
✉ [info@velindrefundraising.com](mailto:info@velindrefundraising.com)  
📞 02920 316211



# Event Details

## Start and Finish

The event will start and finish at The Hills Restaurant in Brecon (Hills, Bishops Meadow, Hay Road, Brecon, LD3 9SW).

## Car Parking

There is limited car parking available at Brecon High School, a short ride from the Hills Restaurant. However, we strongly encourage riders to arrange to be dropped off at the Hills if possible.

## Registration

Registration will take place at the Hills from 7am for both rides. Here, riders will pick up their ride packs including ride numbers for bikes, have official photographs, drop off bags, receive a brief safety briefing and join the relevant starting zone.

## Event Timings

Start Time: Riders on the 85mile route will set off at 8.00am. The 42mile route will set off at 9.00am.

## Finish Time

The event will not finish until the last rider has crossed the finish line. However, we estimate that the event will be completely finished by 4pm. Please note that this is not a chipped ride, so you are encouraged to use a fitness tracking app to capture your ride achievements and time. Your safety is far more important than a PB!

## Toilets

There will be toilets available at the Hills restaurant. There are no scheduled toilet stops available along the route.

## Event Cycling Jerseys

Limited edition Devil In The Hills cycling jerseys will be available to purchase and a link will be sent to all riders in due course.

## Bag Drop

Your ride number will contain a tear off slip which must be attached to the bag you are leaving at the bag drop. All bags will be stored securely and will be available for rider to collect following the ride. We encourage riders to only store essentials in bags checked in to the bag drop and avoid storing any valuables where possible. Riders must show their rider number when collecting their bags. For security reasons, no bags will be handed over at the finish unless a number is shown.

## Event Management

The event will be run by not-for-profit organisation Amigos Events Management company.



# The Routes

## The Devil's Elbow 🔥🔥

**Distance: 41.49 miles | Elevation Gain: 3,277 ft**

Shorter, but no less fierce. This route kicks off from The Hills and heads straight into the heart of the Brecon Beacons. After a steady start through Sennybridge, you'll face off with the infamous Devil's Elbow — a sharp, twisting climb that demands power and precision.

Catch your breath as you ride through open moorland towards Ystradfellte, with panoramic views of Pen y Fan towering above. Then it's a thrilling descent back into Brecon, legs burning, heart racing, and soul soaring.

These routes aren't just rides — they're stories waiting to be written in sweat, scenery, and sheer determination. Ready to ride like hell?

## The Devil's Staircase 🔥🔥🔥

**Distance: 85.74 miles | Elevation Gain: 6,193 ft**

This is not just a ride — it's a test of grit, endurance, and awe. Begin with a scenic warm-up through the winding Wye Valley, glide past Builth Wells, and roll into the wild charm of Llanwrtyd Wells. But the real adventure begins in the breath-taking Abergwesyn Valley, where the legendary Devil's Staircase awaits — a brutal, twisting ascent that will push your legs and lungs to their limits.

Conquer it, and you're rewarded with a sweeping descent into Llandovery, followed by a rolling, undulating return to Brecon. It's a ride for those who want to say, "I took on the Devil — and won."

### Support on the ride

There will be ride marshals to assist you along the route as well as event signage.

Cycle marshals will be present at the front and back of the groups. There will also be mechanical support on vehicles.

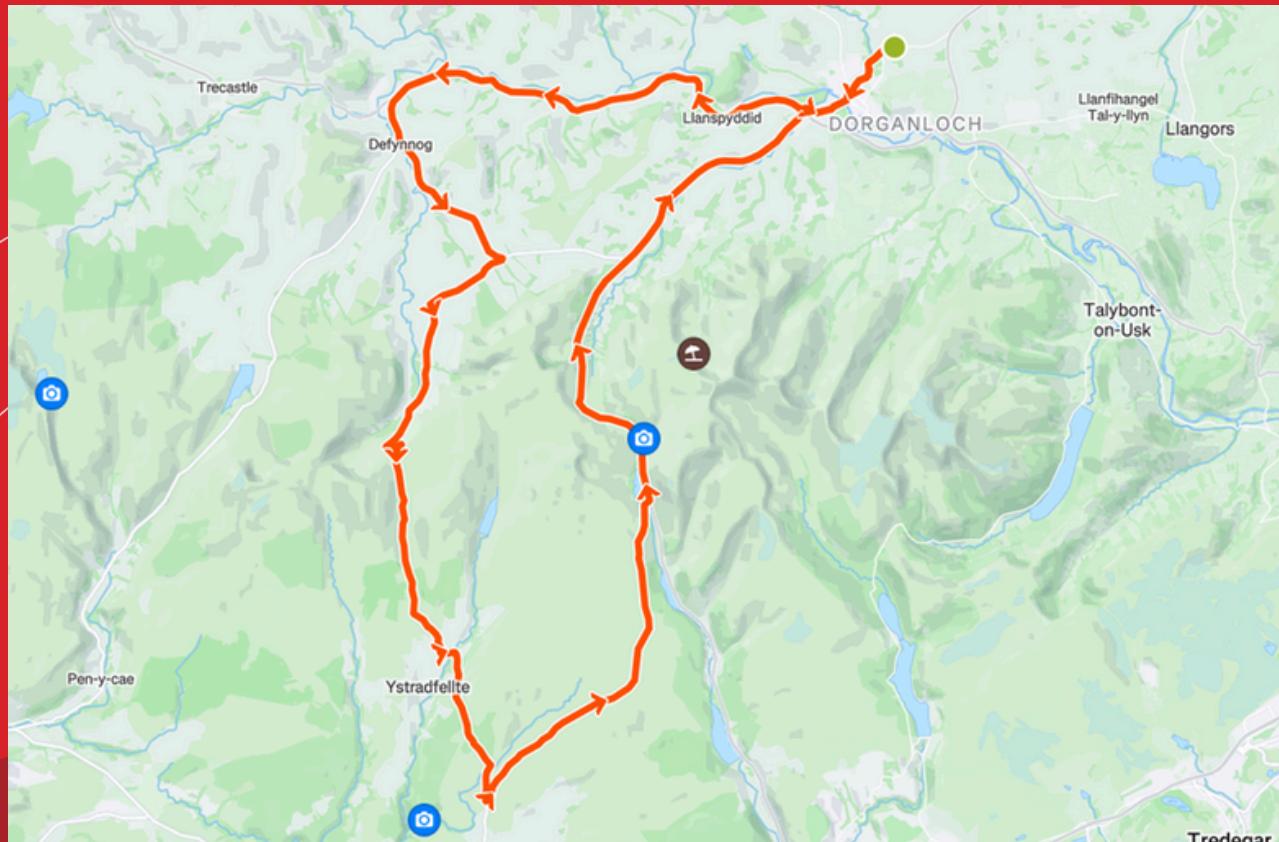


### Refreshment stops

There will be two refreshment stops on the Devil's Staircase (85mile) and one on the Devil's Elbow (42mile). Here there will be water, fruit, sausage rolls and cheese & onion pasties kindly provided by Peters Foods, and energy products kindly provided by PAS Nutrition. These stations are complimentary to all participants. There will also be water available at the start and finish line. We strongly advise riders to bring any snacks, gels or supplements they wish.

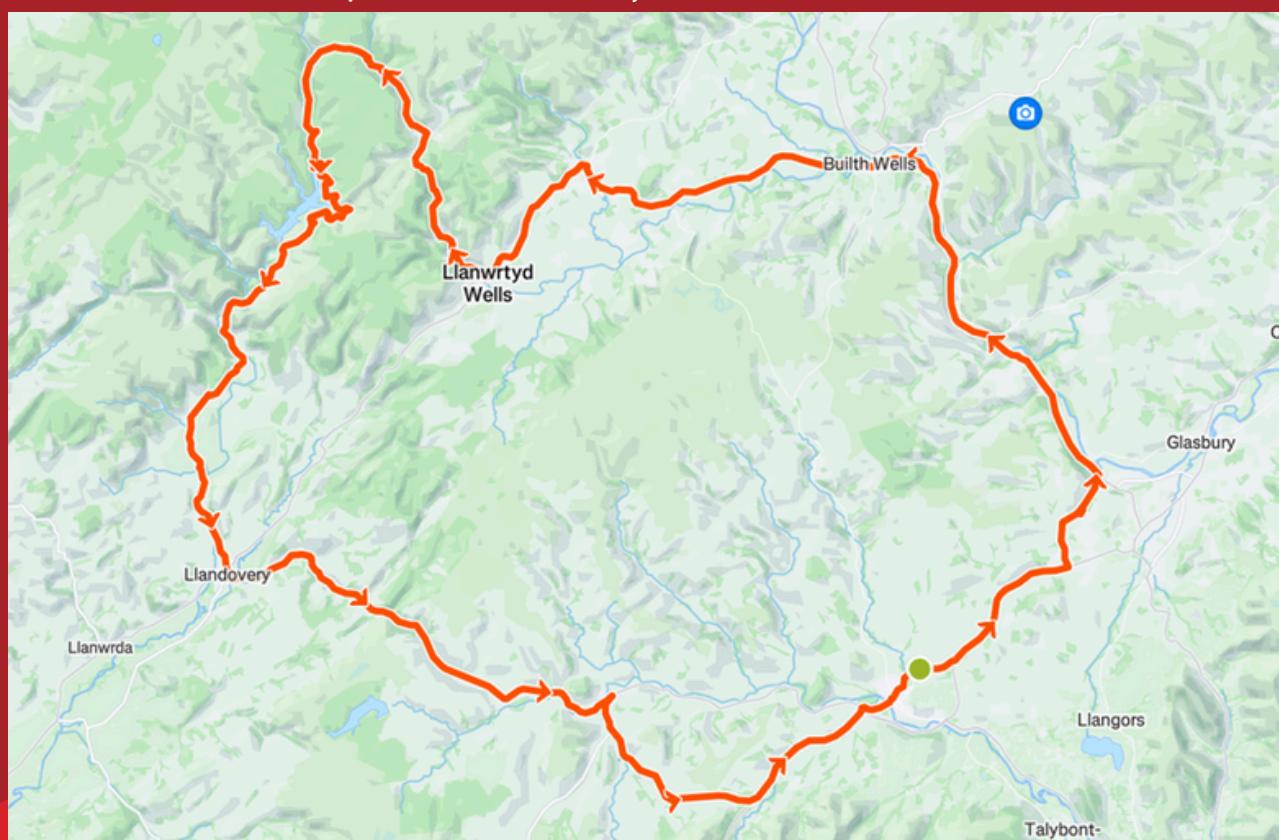
## The Devil's Elbow 🔥🔥

Distance: 41.49 miles | Elevation Gain: 3,277 ft



## The Devil's Staircase 🔥🔥

Distance: 85.74 miles | Elevation Gain: 6,193 ft



[www.velindrefundraising.com](http://www.velindrefundraising.com)

info@velindrefundraising.com

029 2031 6211



# Health and Safety

## Registration

Cycling Helmets must be worn by all riders at all times. No rider will be permitted to ride without a suitable helmet. Riders must also wear suitable cycling clothing and footwear for the ride. Your bikes must be roadworthy and in good condition. Bikes that look poorly maintained and may cause injury to yourselves or other road users may not be permitted in the event.

## Road Safety

Please note that there are no official road closures in place during this event. Riders must obey road safety rules at all times, including cycling in single file.

## Medical Emergencies

There will be professional medical support available throughout the ride. Details of the paramedic will be sent to you ahead of the ride and available on your bike tag. If phone signal is poor, in an emergency call 999.

## Personal Preparation

Please make sure that you are in good health and physically prepared for the ride. Also, that your bike has been serviced and cleaned in readiness to last the event. We also recommend riders have 2 spare tubes, tyre levers and a multi maintenance tool in their kit.



# Entries

## Entry Release

The general entries will open on Tuesday 9<sup>th</sup> September 2025. Should the event sell out, and there are cyclists who inform us they can no longer take part, they will be re-sold at a later date which will be announced on social media.

## Refunds

Entries are non-refundable. If you are no longer able to attend the event, please notify [info@velindrefundraising.com](mailto:info@velindrefundraising.com) as soon as possible. Your entry fee will be donated to Velindre Charity and your entry will be resold as part of the resale\*

\*A resale will only happen if the event sells out and riders inform us they have withdrawn before the event.

## Event Cycling Jerseys

Limited edition ride jerseys will be available to purchase. Details on how to purchase will be emailed to you and also announced on social media.

## Waiting Lists

You can join the waiting list for the resale by emailing your full name to [info@velindrefundraising.com](mailto:info@velindrefundraising.com).

## Entry Fees:

### Devil's Elbow (42 mile)

£40.00 per person

### The Devil's Staircase (91 mile)

£60.00 per person

## Deferrals and Transfers

Unfortunately, there will not be an option to defer your place for the 2027 event or another Velindre event. Similarly, riders are not permitted to resell or transfer their place to another person. For health and safety reasons, the event organisers must have the registration details of every participant which will include emergency contact details and medical details. Those who wish to enter must enter through the general sale or join the waiting list.

## Entry Conditions

All entrants must be aged 16+ to enter. By entering, you agree to comply with all terms and arrangements detailed in the Event Pack. You also accept that you are physically fit to enter this event and are taking part entirely at your own risk.

## Sponsorship

As part of the event terms and conditions, all participants are required to raise a minimum sponsorship of £100. We encourage participants to create a fundraising page on Just Giving allowing the funds to automatically transfer to Velindre Cancer Charity:

[www.justgiving.com/campaign/devilinthehills26](https://www.justgiving.com/campaign/devilinthehills26)

Scan here to create your fundraising page:



## What is included?

All entries include a race number, refreshments along the route and a famous Devil Burger & Fries courtesy of Hills, Brecon at the finish.



# Fundraising

“

I created this event to raise as many donations for Velindre as possible. The climbs are intense on this one, there's no doubt about that but, the challenge a cancer patient faces far outweighs the pain we will feel on these devilish hills.

**This challenge is a reminder that even the hardest roads can lead to hope when we travel them together.**

Thank you for joining me - let's make this event a success!

”

**Shane Williams**

Velindre Patron



By participating in this event, we kindly ask that you raise **£100 sponsorship**, or more if possible, to help support the life-changing work of Velindre Cancer Services. Thanks to the incredible generosity of our donors, fundraisers and supporters, we are investing in impactful projects and services that go beyond NHS funding. **Funds raised from this event will go to a general fund that supports priority charitable projects and areas most in need.**

**Your donations could help fund...**

✓ Over £1.5 million each year dedicated to pioneering research and clinical trials.

**Did you know?** Velindre Cancer Charity currently contribute funding to over 40 active clinical trials.

✓ 50% of all Specialist Nurses at Velindre Cancer Centre.

✓ An entire team of psychologists and counsellors at Velindre Cancer Centre, including a dedicated staff psychologist.

✓ Specialist education books, lion teddies and worry monsters designed to help families explain a cancer diagnosis to their children.

✓ Our hospital volunteer programme that enables 60+ volunteers to donate their time each week.

✓ All of Velindre's scalp cooling machines that help minimise hair loss for a patient receiving chemotherapy.

✓ Wig vouchers and headscarves for patients experiencing hair thinning or hair loss.

✓ Two dedicated family and relative rooms providing a safe space for quality family time in a non-clinical setting.



A photograph of a smiling nurse in blue scrubs and a patient in a striped hospital gown. The background is a hospital room with medical equipment. A large green 'V' shape graphic is in the top left corner.

Together, we will achieve  
Victory Over Cancer

Your Impact Matters  
Join #TeamVelindre



[www.velindrefundraising.com](http://www.velindrefundraising.com)



[info@velindrefundraising.com](mailto:info@velindrefundraising.com)



029 2031 6211



[www.velindrefundraising.com](http://www.velindrefundraising.com)