

Q&A

HEINEKEN Endure24 Leeds



What is HEINEKEN Endure24?

Epic, inclusive and a whole lot of fun! HEINEKEN Endure24 is a multi-award-winning 24-hour relay race, where you tackle as many 5-mile laps as you can in 24 hours.

Enter as a solo runner or get a relay team together and see how far you can run, walk or jog within 24hrs.

There's nothing quite like the atmosphere you'll find at Endure24, from the incredible support of your fellow colleagues and those watching, to the festival-style Basecamp with all the concessions your heart desires!

Once again, we're partnering with Threshold Sports who we worked with in previous years on HEINEKEN Race to the Tower and HEINEKEN Race to the Castle.

As well as HEINEKEN colleagues, family, friends, customers and suppliers, there will also be around 2,500 public participants.

For more information visit the [Team HEINEKEN Online Hub](#). Here you can find a whole range of useful information, such as kit lists and everything you need to know about the event.

When is HEINEKEN Endure24?

We've two stunning events scheduled in June and July, Endure24 Reading and Endure24 Leeds. However, **HEINEKEN Endure24 Leeds** will be our flagship event, where we invite HEINEKEN colleagues from across the business to come together.

- Endure24 Reading: 18th – 19th June 2022
- Endure24 Leeds: 2nd – 3rd July 2022 (**Team HEINEKEN flagship event**)

For those who can't make the flagship Team HEINEKEN event, you'll also have the option of taking on HEINEKEN Endure24 Reading. If you'd like to take part in HEINEKEN Endure24 Reading, please get in touch with our team at endure24@heineken.co.uk.

For those who can join us at HEINEKEN Endure24 Leeds, we strongly recommend that colleagues and their guests travel to the event on Friday 1st July to enjoy the festival atmosphere and have a relaxed Saturday morning before starting at midday. Event camping opens on Friday at 10am (see page 4).

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Where is HEINEKEN Endure24 Leeds taking place?

HEINEKEN Endure24 Leeds is taking place at Bramham Park East Estate, South Approach, West Yorkshire, LS24 9NR.

Bramham Park is a Grade I listed 18th-century country house surrounded by a 500-acre landscaped park ornamented by a series of follies and avenues laid out in the 18th-century landscape tradition and surrounded by 1,235 acres of arable farmland. Bramham Park is also used for the Leeds Festival.

What packages are available for HEINEKEN Endure24 Leeds?

There's a range of packages to suit everyone. Whether you want to enter solo or enter a relay team, walk it, jog it or run it – the event caters for all abilities.

- Solo Entry
- Team Entry packages for relay teams of 2 members to 12 members

What's included in my package?

Included in your Team HEINEKEN entry is access to the 24-hour, 5-mile trail route with a half-way water station and lots of encouragement and support along the way!

You'll get access to the festival-style event village where there will be catering, food concessions and entertainment. There will be a HEINEKEN bar where Team HEINEKEN can get free drinks by showing their Team HEINEKEN wrist band.

Team HEINEKEN will also have a designated overnight camping area where you can either bring your own camping gear and be self-sufficient, or you can reserve a one-person pop-up tent that you can collect on the day.

Other activities, such as yoga and stretch sessions, will be available to purchase.

How much does it cost to take part in HEINEKEN Endure24?

For HEINEKEN colleagues and their guests there's no cost to take part in either HEINEKEN Endure24 Leeds or Reading. All entry fees will be covered by HEINEKEN.

We'll provide free coaches from/to our sites for colleagues and guests, except for Ledbury (see page 7). Any other travel costs should be picked up by your business area. If guests are arranging their own travel, costs must be covered by them

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Catering and drinks from the HEINEKEN bar are free to Team HEINEKEN throughout the event, apart from the food concessions where you'll need to pay.

How do I sign up for HEINEKEN Endure24 Leeds?

[Click here](#) to complete the registration form for HEINEKEN Endure24 Leeds. If you're inviting guests to take part, they must also complete the registration form (see next page). **Please note: the deadline to register is Saturday 30th April.**

If you'd like to take part in HEINEKEN Endure24 Reading, please email endure24@heineken.co.uk.

What happens once I've signed up for HEINEKEN Endure24?

You'll receive an email from Threshold Sports, confirming your details and the package you've chosen.

In the run up to the event you'll receive regular emails from Threshold with top tips on how to get race fit and what you need to take with you. Make sure to add endure24@heineken.co.uk and info@endure24.com to your email contacts so you receive all the relevant information.

Ahead of the event Threshold will also send your registration pack (which includes your race number, timing chip, and exchange band prior to the event), your complimentary Team HEINEKEN t-shirt and wristband (this will give you free drinks at the HEINEKEN bar all weekend).

You'll also receive a personalised itinerary a few weeks before the event to confirm your tailored experience.

Can I invite guests to take part?

Yes. Guests can be family members, friends, customers or suppliers.

HEINEKEN will cover the cost of their entry fee. We will provide free coaches from/to our sites for colleagues and guests, except for Ledbury. All other travel costs, such as train/bus/plane fares, must be covered by them.

Each guest must complete their own [registration form](#). When they get to the question 'Are you a HEINEKEN employee?', ask them to select 'No, I'm a friend/family/supplier/customer'. They should then provide your name as their

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contact at HEINEKEN and confirm if they're a friend/family member or supplier/customer.

Can I invite friends and family to support me and camp overnight?

Yes. You can invite friends and family to support you and camp overnight. You must indicate in the Additional Purchases section of your [registration form](#) how many supporter and supporter camping packages you'd like to book.

Your supporter accreditation will be sent to you by Threshold and you must distribute these to your supporters. Supporters won't be able to access the festival-style Basecamp or camping areas without accreditation.

HEINEKEN will cover the cost of the support and support camping package.

Can I bring my children?

Yes. You're welcome to bring your children to support you and camp overnight. We're also hosting a free Kids Mini Mile on Friday evening. However, children under the age of 18 can't take part in the main event.

You must indicate in the Additional Purchases section of your [registration form](#) how many kids' supporter and kids' supporter camping packages you'd like to book. You can also register your child for the Friday evening Kids Mini Mile [here](#).

Your kids' accreditation will be sent to you by Threshold and you must distribute these. Supporters won't be able to access the festival-style Basecamp or camping areas without accreditation.

HEINEKEN will cover the cost of the support and support camping package.

How does camping at HEINEKEN Endure24 work?

If you have your own tent then we encourage you to bring this, along with your own camping equipment, and camp together with friends, family and team mates, much like a festival.

However, don't worry if you don't have your own tent, Team HEINEKEN will have the exclusive option to reserve a one-person pop-up tent (such as those provided at HEINEKEN Race to the Castle).

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Can I bring my car, caravan or campervan?

Yes, however, all cars must be parked in the designated car park and caravans and campervans must be in the designated campervan area only and not in the camping zones.

Therefore, if you choose to bring your caravan or campervan you will not be camping in the Team HEINEKEN camping zone.

Where do I get my one-person pop-up tent?

If you'd like to reserve a one-person pop-up tent you must let Threshold know on the [registration form](#).

On arrival at the Team HEINEKEN camping zone head to the tent collection point, where you'll need to show your tent hire voucher to the tent collection team (you'll receive this in your registration pack). The team will provide you with your tent and pegs, and you can then choose your spot to pitch your tent. You'll need to erect and pitch the tent yourself (it's very easy!) and then return it at the end of the event. Don't worry, if you're struggling, there'll be crew on hand to help you.

Please note: if you opt for a pop-up tent, you'll need to bring your own sleeping bag, pillow and camping mat.

When do I arrive to set up my camping?

The camping opens at 10am on Friday 1st July. To ensure you enjoy the whole weekend and make the most of the festival-style Basecamp we recommend that all colleagues, their guests and supporters travel to the event on Friday 1st July and arrive anytime from 10am and no later than 5pm.

How do I get there and back?

There are several ways to get to the event and home again. HEINEKEN will be providing coaches from our sites for colleagues and guests and there's also the option to drive, car share with your team members and supporters or catch the train. If guests are arranging their own travel, costs must be covered by them.

Our recommendations for getting to the event and back again are dependent on whether you'll be bringing your own tent, camping equipment or campervan or reserving a one-person pop-up tent to collect on arrival.

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I'm bringing my own tent and camping equipment to be self-sufficient.

If you're bringing your own tent and camping equipment and have too much to carry on the train or coach, then we recommend you drive yourself. We encourage you to car-share as much as possible with any guests taking part or supporters that you've booked tickets for.

All cars must be parked in the designated car park and you can then carry your camping equipment to the Team HEINEKEN camping zone and your chosen spot.

Driving:

Head to *Bramham Park East Estate, South Approach, West Yorkshire, LS24 9NR*. Follow the signage on arrival and park in the designated car park.

If you're a HEINEKEN colleague, you can expense any mileage incurred to get to and from the event through the usual expenses' procedure.

I'm bringing my caravan or campervan.

If you're bringing your own caravan or campervan then you'll obviously need to drive yourself. We encourage you to make use of all your seats and travel with any guests taking part or supporters that you've booked tickets for.

Please note: if you choose to bring your caravan or campervan, you'll camp in the designated campervan area and not in the Team HEINEKEN camping zone.

Driving:

Head to *Bramham Park East Estate, South Approach, West Yorkshire, LS24 9NR*. Follow the signage on arrival and park in the designated car park.

If you're a HEINEKEN colleague, you can expense any mileage incurred to get to and from the event through the usual expenses' procedure.

I'm reserving a one-person pop-up tent for collection on arrival / I'm bringing my own tent and camping equipment to be self-sufficient, but I don't have a car.

If you're collecting your tent on arrival or you'd like to bring your own camping equipment, but you don't have a car to travel in, then you can either catch the train or a Team HEINEKEN coach from one of our sites.

Train:

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If you're travelling by train, you'll need to carry all your equipment, so we recommend you pack as light as possible! Threshold will provide shuttles from Leeds Train Station to the Basecamp on Friday 1st July.

Shuttles will also be provided from Basecamp to Leeds Train Station on Sunday 3rd July to get you back again.

Shuttle times and booking instructions will be confirmed closer to the event date.

If you want to leave at a different time, you'll need to arrange this yourself and the cost should be picked up by your business area or if you're a guest you should pay for this yourself.

Team HEINEKEN Coaches:

We'll provide coaches on Friday 1st July from all HEINEKEN sites, except for Ledbury – colleagues from this site will need to travel to Hereford and get on the coach there.

SITE	DEPARTS	APPROX TRAVEL TIME
Hereford Cidery	12:30pm	4 hours
Tadcaster Brewery	4:45pm	15 mins
Manchester Brewery	12.40pm	1.5 hours
Edinburgh Broadway Park	12:30pm	4 hours
GTS London	12:30pm	4 hours

At the end of the event on Sunday 3rd July, there will be a return coach to these same sites at 2pm. These are the only coaches going back to our sites – if you want to leave earlier or later, you'll need to arrange this yourself and the cost should be picked up by your business area.

How do I book my travel?

If you're travelling by train, we'd encourage you to book your travel as soon as you've signed up for HEINEKEN Endure24 to ensure you get the best possible price. If you're a HEINEKEN colleague please get your People Manager's approval before booking any travel and make sure your travel is in line with the [Travel and Expenses Policy](#). Visit [HeiPORT](#) for information on how to book train tickets.

If you'd like to reserve a seat on one of the Team HEINEKEN coaches, please let us know on the [registration form](#).

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Threshold will confirm shuttle times to/from Leeds Train Station and how to book closer to the event. Your booking and payment will be made directly to Threshold. You can claim back the cost through the usual expenses' procedure.

Is food for the weekend included?

There will be a catering tent serving food over the course of the weekend. This will be free of charge to Team HEINEKEN.

There will also be several food concessions where you're welcome to purchase additional food.

Please note, there's only one water-station on the route. There's no pit stops or sports nutrition providing fuel along the route. If you'd like sports nutrition or snacks, you'll need to bring these with you.

Can I claim back any expenses incurred over the weekend of the event?

Yes. As this is a work event you'll be able to claim back any expenses incurred over the weekend as long as they're in line with our [Travel and Expenses Policy](#).

Will I need to take annual leave to be able to take part?

As the event takes place on a Saturday and Sunday, if you work a Monday to Friday work pattern, you'll not need to book annual leave to take part in the event. However, you may have to finish work early on the Friday to allow you to get to Branham Park before 5pm. **Please speak to your People Manager before signing up to make sure you're able to do this.**

For colleagues who work shift patterns, if you wish to take part in the event, please speak with your People Manager as soon as possible to ensure that the appropriate cover can be arranged.

Can I use the event to fundraise for charity?

Yes. We'd encourage everyone who takes part to use the event as a charity fundraiser.

The Official Charity Partner of the event is Alzheimer's Research UK. Alzheimer's Research UK is challenging the way people think about dementia and investing in cutting-edge research. Along with HEINEKEN Endure24, Alzheimer's Research UK

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believe that medical research will deliver life-changing preventions, treatments and one day, a cure for dementia.

You can either make a one-off donation to Alzheimer's Research UK on registration or an easy way to fundraise is to [set up your fundraising page on Just Giving](#).

What if I don't want to take up the challenge – are there any other opportunities for me to get involved?

We've several volunteering opportunities available at the event. If you're interested in volunteering, please complete the [Volunteer registration form](#).

What do I need to do for the event?

We'll take care of everything over the weekend of the event so all you need to do is concentrate on the challenge ahead.

Pre-event

From when you sign up, you'll receive all the information you need to get you prepared:

- Special offers on kit from event suppliers.
- Advice on how to get the best out of the event.
- Team on hand to answer all your questions.

Look out for Essential Event Information emails where we'll update you on logistics and what to expect over the weekend.

Ahead of the event you'll also be sent your race pack, your complimentary Team HEINEKEN t-shirt and wristband (this will give you free drinks at the HEINEKEN bar all weekend).

During the event

When you arrive on Friday 1st July, you'll need to set up your camping area and then put your feet up and enjoy the festival atmosphere.

The 24-hour challenge will start at midday on Saturday 2nd July and from then on you are against the clock to run, walk or jog as many 5-mile loops as possible in 24 hours!

There will be plenty of support during the event to make sure you're looked after:

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- Medical support.
- Event timing.
- A water-stop on the route.
- Basecamp with food concessions, toilets, showers, drinks and entertainment.
- Fully signed route.

Basecamp

At Basecamp everything is taken care for you. We'll provide more information on the Basecamp as we get nearer to the event but here's a taster of what's included:

- Food concessions.
- Team HEINEKEN camping zone.
- Hot showers.
- Medical support.
- HEINEKEN bar.

Who can I contact for more information?

If you've a question not covered here, please email endure24@heineken.co.uk.