Shortest distance 202km, suggested route 204km. A spin inland to join the A48 after the Coldra M4 junction. I've not found the Avonmouth road bad in the past, beats Bristol traffic for me. The cycleway next to the M5 over the Avon can be hard to find, particularly at the Southern end. It is clearly marked in the GPS file. Roads vary a lot after that, but only really busy near Cheddar and Bridgwater. Nice spin over Exmoor.

Backpackers hostel at Ilfracombe, http://www.oceanbackpackers.co.uk/.