



HARROW  
SCHOOL

# LONG DUCKER BIKE RIDE

We are delighted to announce that the third Long Ducker Ride will take place on Sunday 5 September 2021. We are looking for event sponsors who would like to work alongside us to support marginalised and vulnerable young people.

This event will adhere to any COVID-19 rules in place at the time.



HARROW  
450  
1572 2022

SPONSORSHIP OPPORTUNITIES  
2021

## THE RIDE

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The 2021 ride will feature a long (100 miles), a medium (70 miles) and a short route (40 miles). All routes will start and end at Harrow School, with the long and medium rides breaking at West Wycombe.

Cyclists of all abilities are invited to take part in one of these three fully supported rides. A team from Iconic Cycling Events will mark up the routes and provide route files and guide maps. Riders will navigate independently around the course.

If you are a confident rider and comfortable navigating a group, we would welcome you as a ride captain for the day.

## WHO WE ARE SUPPORTING

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Every penny raised from the Long Ducker Bike Ride 2021 will go towards supporting the most vulnerable young people in our society. The main charity recipient this year will again be Young Harrow Foundation. Through Young Harrow Foundation, funds raised from last year's Bike Ride made possible a robust programme for people facing the greatest challenges, and significantly improved the life chances of some of our most marginalised and vulnerable young people.

Together, the Long Ducker sports festival and the Long Ducker Bike Ride raised nearly £250,000 to help over 1,500 young people across Harrow and north-west London. By the end of the year, with extra funding, the total raised and given away will be around half a million pounds. We hope that even more will be raised for the Young Harrow Foundation, the Harrow Club and other young people's charities this year.



# SHAFTESBURY ENTERPRISE

Shaftesbury Enterprise encompasses all of Harrow's philanthropic, charitable, outreach and partnership work, and is fundamental to the identity of Harrow School. This stems from the founding of the School as part of a Royal Charter Corporation in 1572. Harrow's outward-looking activity helps the School fulfil the original charitable aims of its founder, John Lyon. It also helps Harrovians to understand that we all have responsibilities, and that there is much fulfilment to be found in forging strong relationships with those around us.

## OUR PURPOSE

**is to provide transformative opportunities that will help improve the prospects of children and young people who face significant barriers to progress, in the Borough of Harrow and further afield.**

## OUR VISION

**is to enable every young person in our community, irrespective of background, to thrive and achieve their full potential, find fulfilment, and go on to enjoy a successful adult life that allows them to contribute positively to society.**

## WE WILL ACHIEVE OUR VISION BY ADDRESSING THREE KEY CHALLENGES:

### WIDENING ACCESS FOR THOSE FROM A BROAD RANGE OF ABILITIES AND BACKGROUNDS

**through providing bursaries, exemplary pastoral support and opportunities in a boarding environment for boys who would thrive at Harrow School but for whom the fees are prohibitive.**

### IMPROVING EDUCATIONAL ATTAINMENT

**through appropriate academic intervention at primary and secondary school level.**

### IMPROVING LIFE OUTCOMES

**through offering diverse cultural, sporting and other opportunities to support mental and physical wellbeing, and by helping young people access universities or employment, with a focus on those who would have limited access to such provision.**

Harrow School has forged strong links with local schools and charitable organisations through its annual placement programme, through which Harrovians support adults and young people in a variety of ways.

Every Harrovian has the opportunity to participate in voluntary work and in raising sponsorship money. Each year, pupils, staff and parents raise significant funds for local charities through the Long Ducker sports festival.



# FACTS AND FIGURES



**100+ STAFF  
CONTRIBUTED**

TO SHAFTESBURY ENTERPRISE  
THIS YEAR

**13 PRIMARY  
SCHOOLS**  
AND  
**7 SECONDARY  
SCHOOLS**

HAVE A MEMBER OF HARROW STAFF  
on their governing body

**250+  
BOYS**

take part regularly  
IN SHAFTESBURY  
ENTERPRISE ACTIVITIES

**£150,000  
RAISED**



FOR THE HARROW CLUB  
OVER THE LAST 5 YEARS  
THROUGH LONG DUCKER

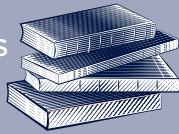
**100%  
OF BOYS**

WERE INVOLVED IN  
FUNDRAISING THROUGH  
LONG DUCKER IN 2019

**184 STUDENTS**  
from  
**45 SCHOOLS**

attended Lumina 2019:

23 WERE OFFERED OXBRIDGE PLACES  
AND 144 WERE OFFERED PLACES  
AT RUSSELL GROUP UNIVERSITIES



**8.4 OUT OF 10**



WAS THE VALUE HARROW BOYS  
GAVE THEIR SHAFTESBURY  
ENTERPRISE ACTIVITIES  
Staff rated their activities at

**8.6 OUT OF 10**

**£75,000  
RAISED**

FOR HARROW SPEAR IN 2019  
BY LONG DUCKER

**7,000+  
HOURS**

WERE SPENT BY  
HARROVIANS VOLUNTEERING  
on partnership projects

**£616,918  
RAISED**

THROUGH LONG DUCKER  
OVER LAST 5 YEARS

**17 PRIMARY  
SCHOOLS**

WORK IN PARTNERSHIP  
WITH HARROW SCHOOL

**OVER  
75%**

OF SPEAR GRADUATES  
ARE STILL IN WORK  
OR EDUCATION  
a year after finishing  
the course

**779 YOUNG  
PEOPLE**

ENGAGED IN A SUMMER ACTIVITY  
funded by the Spirit of Speech Day  
small grants campaign

# YOUNG HARROW FOUNDATION

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Young Harrow Foundation is a membership organisation supporting the local voluntary sector to build capacity, to increase fundraising opportunities, and to facilitate partnership working in the community. It focuses on the five key areas of mental health, physical health, inequality, youth violence and employment. Their work in Harrow has proved crucial over the last few years, particularly during the coronavirus crisis. We are proud to work alongside them.

## HARROW CLUB

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Since 1883, the Harrow Club has been anchored in the local community, providing accessible and high-quality opportunities for some of the most marginalised young people in West London and enabling them to maximise their life chances and enhance their personal development.

## ICONIC CYCLING EVENTS

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Iconic Cycling Events is the umbrella identity for a series of high quality, professionally managed cycling events in the UK and overseas. Events include Bike Bath, Bike Oxford, Bike Chester and The Canterbury Bike Ride, which are marked rides of 25, 50 and 80 miles taking in the best scenery around these historic cities.



# SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	GOODWILL
	£7,500	£5,000	£2,500	Provision of service, product or equipment
Company profile (supporter logo, description, website, social media links included on LDBR webpages)	X			
Sponsor ribbons listed on sponsor page	X			
Logo printed on post-ride medals	X			
Logo printed on post-event t-shirts	X	X		
Company name, logo and website links included in pre-event correspondence	X			
LDBR newsletter feature (includes company description, logo and website links)	X	X		
Newsletter feature (logo and website links) sent to HSEL sports centre readership, HSEL corporate events clients and Iconic Events database	X	X	X	
Social media feature, to include HSEL, Young Harrow Foundation, Iconic Events Facebook, Instagram, LinkedIn profiles	X			
Complimentary space for rider x 30	X			
Complimentary space for rider x 10		X		
Complimentary space for rider x 5			X	
Event presence/branding on the course (start, mid-point and finish)	X	X		
End of ride entertainment and sponsorship tent	X			
Presence at event finish	X	X	X	X
Contribution to post-event 'gift bag'	X	X	X	X
Thank-you Golf Day for 12-20 guests	X			

Please contact the Events team at [events@harrowschool.org.uk](mailto:events@harrowschool.org.uk) for deadlines for merchandise contributions e.g. logos to be included on medals and t-shirts.



‘The contribution through Long Ducker has been extraordinary and has helped us launch new initiatives such as a programme for young people with behavioural issues who would otherwise be excluded from school. Among other vital projects, we are helping young people without laptops to access online schooling. We have been able to secure over 100 laptops, which we are making available to the neediest.’

**Philippe Chappatte**, Chair of Trustees, Harrow Club

‘Funding through Shaftesbury Enterprise enables us to provide at least 200 children across two schools in Harrow and Brent with a healthy breakfast.’

**Martin Reymert, Trusts and Foundation Officer**, Magic Breakfast

‘This year is not going to be an easy one for our students, but the crucial support of partners such as Shaftesbury Enterprise will enable IntoUniversity to make sure that we are there for our students, and can stay focused on supporting them to have successful futures.’

**Rebecca Marsh**, Senior Fundraising Officer (Partnerships), IntoUniversity

‘Harrow School has continued to provide unwavering, dedicated support for our unpaid carers and charities’ work throughout the pandemic. The School has recently funded a programme of activities supporting our young carers to achieve improved educational attainment, life chances, personal wellbeing and resilience.’

**Colin Powell**, Operations Manager, Harrow Carers

‘Long Ducker funding has helped us to provide 113 devices, which enable around 165 of our pupils to access their daily live lessons and complete their work during school closures. Aside from the academic benefits, this has also supported the children’s mental health and wellbeing as they are still connected to their classmates and teachers daily rather than being further isolated due to their disadvantage.’

**Hannah Watson**, Deputy Head, Grange Primary School

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## CONTACT INFORMATION

**Mr Timothy Dalton**  
Director of Shaftesbury Enterprise

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