



In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

1 The Nimrod Expedition

As part of a small team of ten, I am looking for sponsorship to support a unique ski challenge to the Geographic South Pole, starting where Earnest Shackleton abandoned his plans to do the same in 1902 (See **Appendix 1** for a brief outline of the Shackleton story). It was on his now famous Nimrod Expedition, that Shackleton, with his trusted colleagues turned back 97 nautical miles from the centre due to poor weather conditions and a lack of supplies.

1.1 The Antarctic Challenge

The intention is to trek the Geographic South Pole....the highest, coldest, most windswept place on earth, skiing over the ice plateau and weaving through sastrugi in extreme weather conditions. I will be pulling a 25kg sledge, containing all necessary supplies to cover the 14 day expedition to the centre of the South Pole.

1.1.1 The Sponsorship

I am looking for key sponsors to help support the cost of the challenge and in return I will help to raise sponsors brand awareness as well as create funds for good causes (See **Appendix 2** for news achieved personally, including my Engadin Ski Marathons and last year's Arctic Circle challenge)

2 Corporate Support - Outlined below are a number of suggested opportunities to support to corporate branding.

2.1 The Opportunities

- Company logos on jackets and equipment.
- Photographs and video diary during trek, with specific requests at the South Pole.
- As trek will be led by David Hempleman Adams, a well known global adventurer, there could be the opportunity to use his media coverage.
- Support as an ambassador for your brand before, during and after the event.
- Include branding on website, link to sponsors website, inclusion on sponsors website, presentations and inclusion in all media interest
- Support sponsors good causes by raising agreed amounts before, during or after the event
- Social Media, using Twitter, LinkedIn, Face book and blogging via website to interested parties as a median to draw audience to sponsors website.
- GPS tracker to draw audience to website- will enable viewers to follow daily progress – tracker page to include sponsors branding and website link.
- Create articles in connection with the expedition prior, during and after the event.
- Champion sponsors causes by make presentations and representation to groups and other corporate, as requested by the sponsor.
- Support any testing or trials a sponsor may want to conduct within Antarctic conditions.



In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

Appendix 1

IN THE FOOTSTEPS OF SHACKLETON FULFILLING HIS DREAM

LAST 97 MILES SKIING TO THE SOUTH POLE

Queen Alexandra's Flag planted at 88° 23S on January 9, 1909

The furthest South man had reached in History



Jameson Adams, Frank Wild and Eric Marshall (from left to right) plant the Union jack at their southernmost position, 88°23', on 9 January 1909. The photograph was taken by expedition leader Ernest Shackleton.

THE SOUTH POLE

Antarctica is a land of dreams; a pristine environment of epic proportions and extremities.

Antarctica, the highest, coldest, driest, most windswept place on earth; truly the last frontier. The South Pole is the Holy Grail of Polar Explorers. One of the greatest stories in Antarctic Exploration is that of the race to the Geographic South Pole.

In 1902, Shackleton on the Discovery Expedition with Robert Scott had come within 480 miles of the Pole. On the brilliantly successful Nimrod Expedition, which brought fame and fortune to all those involved, Shackleton with his brave men Frank Wild, Eric Marshall and Jameson Adams, had to turn back just 97 nautical miles (111 standard miles) from the Pole.



In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

Legend has it that Shackleton had placed an advert in a newspaper before the expedition. It's a good story and is almost certainly apocryphal as it has been attributed also to Shackleton's Endurance expedition:



The name of the expedition came from the boat they sailed in 'Nimrod' which set off from the East India Docks on 30 July 1907 but made a detour when they were sent a message that the King and Queen wished to come on board and inspect the ship. Nimrod anchored at Cowes on 4 August and the royal party came on board. King Edward VII presented Shackleton with the Victorian Order and Queen Alexandra presented him with a Union Jack to carry to the South Pole. Their majesties were accompanied by the Prince and Princess of Wales, the Princess Victoria, Prince Edward and the Duke of Connaught.

Nimrod sailed on to Torquay early the next day finally setting off for New Zealand on August 7 arriving at Lyttelton on November 23. Nimrod was then towed down to the Antarctic Circle to save coal. The voyage was not easy with severe gales and seasickness taking its toll. Beset by icebergs Shackleton had to abandon his original intended landfall, King Edward VII Land, and make for the McMurdo Sound at Cape Royds. The stores and ten ponies were landed and the expedition hut, essential for their survival over the winter, was built. On 22 February Nimrod sailed back to New Zealand and the men began their adventure in earnest finding that the mundane chores of winter life filled their time, the cold and wind making even simple activities involved and time consuming.

Shackleton decided to give the expedition impetus by ordering an immediate attempt to ascend Mount Erebus, 12,450 feet (3,790 m) high, which had never been climbed. The Erebus party, consisted of Edgeworth David, Douglas Mawson and Alistair Mackay, with Marshall, Adams and Brocklehurst forming a support group, the ascent began on 5 March and in spite of a blizzard the summit was reached on 9 March.

Once spring arrived they were ready to launch the plans worked out over the winter. Edgeworth David and team mates Mackay and Mawson would lead the Northern Party on a 1260 mile journey to locate the Magnetic South Pole and Shackleton, Wild, Marshal and Adams would head south for the Geographic Pole, a 1700 mile trek.



In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

On October 29th 1908. Shackleton's four-man team set out at 10 am on a cloudless day with the wind at their backs to conquer the South Pole. Only those who have experienced Antarctica directly can appreciate the feeling of exhilaration and excitement that setting out on a journey on a fine day in the Antarctic spring can give. On November the 26th they passed the previous furthest south point that Shackleton had reached with Robert Scott's Discovery Expedition in 1902.

By the 3rd December they discovered 'an open road to the South....a great glacier running almost south to north between two huge mountain ranges' (later named the Beardmore after Shackleton's chief sponsor) their route through Transantarctic Mountains. The weather conditions were dreadful, continually being held up by blizzards made rations short; bravery and enthusiasm were not enough and by early January they were freezing and starving to death, their hands and feet on the verge of frostbite.

After a blizzard on 7 and 8 January kept them in their sleeping bags for the entire two days at 4 am on the 9 January 1908 Shackleton had to admit defeat; he made the bravest decision of his career, to turn back, knowing that if they went on they would surely die. The four men took the flag, a brass cylinder containing stamps and documents to mark their furthest south, camera, glasses and a compass. At 9 am they planted Queen Alexandra's flag, took a photograph of themselves at what was the new 'Furthest South' - 88° 23 S, just 97 miles from The South Pole.

Adams was to say later: 'If we had gone on one more hour we shouldn't have got back'. On his return Shackleton said to his wife: "I thought, dear, that you would rather have a live ass than a dead lion."

The Union Jack of the British Antarctic Expedition



The achievements of the expedition were tremendous; Shackleton's new 'furthest south', the ascent of Mount Erebus and the discovery of the approximate location of the South Magnetic Pole which had been reached on 16 January 1909 by Edgeworth David, Douglas Mawson and Alistair Mackay.

Shackleton returned to the UK as a hero. He was showered with honours including the Royal Geographical Society's Gold Medal, presented by the Prince of Wales. On 10 July the King awarded Shackleton the CVO (Commander of the Royal Victorian Order) and he received a knighthood in the November Honours. In August the government voted him £20,000, which allowed him to settle many of the expedition's debts.



In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

Nimrod is an ancient word that means 'Hunter' and in a sense that is what Shackleton and his team were doing hunting the fame and fortune that would be earned by anyone who conquered the South Pole.



The Geographic South Pole





In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

Appendix 2

COLD CLIMATE EXPEDITIONS

- Home
- About
- Trips & Expeditions
- Gallery
- Contact

Other participants:
Hazel Richards

Raising money for
[Mitchemp Trust](#)

Charity Registration No. 1010493

Spitzbergen Trek April 2010... On Easter Monday, I flew out to Oslo and continued my journey north to Spitzbergen, a Norwegian Island situated high up in the Arctic Ocean at 80 degrees north. On arrival in Longyearbyen, our team of 12 sorted out the expedition kit, before strapping skis back on for our 62km trek. This time the challenge was skiing with a 'pulk'...a sledge containing all my personal possessions (must remember to pack lighter next time!)...living in the wilderness...in a tent, surrounded by Polar Bear trip wires! We survived storms, blizzards, whiteouts and sheet ice, crossing 4 glaciers and several mountain passes...the scenery was quite simply breathtaking. Thanks go to our wonderful Norwegian guide Havard, our guides

[Read more](#)

Recommend One person recommends this.

Tweet 0

Instead of sending CCCs...Colleague Christmas Cards!
Donation by Hazel Richards on 05/01/11

£24.00
+ £5.77 GRT AG

Well done Hazel! You are an inspiration!
Donation by Bridget & Andy Collett on 25/05/10

£130.00
+ £35.57 GRT AG

From out of the ash cloud!
Donation by PB on 27/07/10

£425.00

Well done from the Journalists at the Gloucestershire
Donation by PB on 27/07/10

£35.00

From balance sheets to ice sheets

WHEN Mandy Norman introduced her close friend Hazel Richards to the club as her guest and speaker she said that Hazel was a 'wiz' in the financial services sector. She is also a magistrate.

One could be forgiven therefore in thinking that we were to receive a tutorial on money management - not a bit of it.

Hazel is an accomplished skier and in 2004 took part in a 42 kilometre race in Switzerland. Unfortunately she was injured and had to be rushed to hospital - an incident which kept her away from the sport for over a year.

But Hazel is a survivor who enjoys personal challenges - one of which presented itself in an out-of-the-blue telephone call from David Hempleman Adams.

Both he and Hazel enjoy ballooning but on this occasion he invited her to join a 60k race and trek in the Arctic which would involve spending a night camping on the permafrost.

The adventure started in Spitzbergen at a time of the year when the resident polar bears had just resurfaced following their winter hibernation. She was warned that they are extremely dangerous predators. They can smell humans over half a mile away and can run faster than a man.

Gazette

News | Sport | Leisure | Info | Your Say | What's On | Events
 Royal Wedding | Elections | Local News | National News | Video

Gazette Series » News »

NEWS

Woman from Cromhall prepares for trek through Arctic Circle

2:30pm Thursday 1st April 2010

Print | Email | Share | Comments(0)

By Liza-Jane Gillespie »

A WOMAN from Cromhall is preparing to set out on the trek of a lifetime through the Arctic Circle.

Hazel Richards, 50, will be leaving all her creature comforts at home and heading for Spitzbergen in Norway on Monday.

Hazel, who works as a financial services trainer, is taking part in a five-day trek across part of the

Home » Professional development » RFS Events » Event search

RFS Events

- Free Regional Conference
- Q3 Area Conference
- Technical Conferences
- RDR Events
- Exam Technique Session
- Third-party events
- Event search
- Tech Talk
- Tech Talks
- Retirement Options
- PFS Annual Conference
- Conference Home
- Events Video Library
- Adviser Charging 2011
- Gap Fill Library
- Gap Fill Library

Event Details

Regional Conference - Bristol & Cheltenham

PFS Regional conference, Quarter 2, 2011 PLUS optional afternoon GAP FILL session

Overview:

Your Regional Chairman welcomes you to your free local conference and best practice exchange.

Programme:

This Regional Conference is in association with

09.00 – 09.15 Chairman's introduction

Hazel Richards, Bristol and Cheltenham Chairman

09.15 – 10.00 Hot Topic: Tax planning in the current environment: Tax strategies following the 2011 Budget

Login

Email or PIN

Password

Remember Me

NEW USER? | NO PASSWORD? | EXISTING PASSWORD

Basket

Your basket is empty

View

RDR

Guiding the Profession on RDR

Retail Distribution Review

Qualification gap fill

Identify any gaps in your CII qualifications

Find out more

Membership

Access exclusive



In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

54th Coupe Aéronautique GORDON BENNETT 2010 International Gas Balloon Race

Hazel Richards

Hazel Richards - Committee

Hazel has been involved in ballooning for over 25 years. Her professional career within Financial Services enables development of long term connections with a broad range of corporates. She brings this experience to aid GB2010 sponsorship opportunities

Johnson Fleming

Group Pensions | Group Risk and Healthcare | Service Provision

Home | Site Map | Contact Us

Group Pensions | Group Risk and Healthcare | Service Provision | About

Publications / Press Releases

March 2011
 Johnson Fleming appoints 'Chartered Champion' Hazel Richards
 Johnson Fleming, a leading Corporate Pensions, Risk and Healthcare service provider, has recently announced the appointment of Hazel Richards, a Chartered Champion for the Personal Finance Society, as non-executive director.

Publications

Latest
 Press Releases
 Briefing Notes
 Newsletters

this is Login Register

Gazette

Cromhall woman takes on ski marathon to celebrate 50th birthday

9:30am Friday 26th February 2010
 By Lisa-Jane Gillespie

A WOMAN from Cromhall is preparing to embark on a marathon with an icy twist to help celebrate her 50th birthday.

Hazel Richards will be taking part in the Engadin Ski Marathon in Switzerland later this month.

The personal challenge is one of a series of events Hazel is planning during the next few months to mark her 50th year.

The international cross-country skiing event is 26 miles long and takes even the most highly trained Olympic skier two hours to complete.

"For someone like me, who is used to down-hill skiing, it will take around five and a half hours but I've decided to take it on as a bit of a personal challenge and so I can raise money for some good causes," she said.

Hazel, who works as a financial services trainer but has been an amateur skier for 20 years, will be strapping on the skis to raise money for the Mischamp Trust, which enables vulnerable young people to enjoy outdoor activities, the British Heart Foundation and Wellchild, which supports sick children and their families.

However, this is not the first time Hazel has taken to the Swiss mountains in the name of charity, as she previously completed the Engadin Ski Marathon in 2003.

She also completed half the marathon in 2004 but unfortunately fell and hit her head just after the halfway line and had to be taken to hospital.

"I am now a strong believer that anyone who should wear a helmet after what happened and that is part of the reason I want to do the marathon again. I've not unfinished business" she said.

Bristol

James Caan's

Total Business Mastery

ONE DAY SEMINAR - LIMITED SPACES AVAILABLE - [BOOK NOW](#)

I'm looking for

[News](#) [Sport](#) [Forums](#) [What's On](#) [Deals](#) [Pictures](#) [Jobs](#) [Motors](#) [Homes](#)

Financial planner is 'Chartered Champion'

This is Bristol Follow Wednesday, June 16, 2010

HAZEL Richards, a financial planner from South Gloucestershire, has been chosen to be Bristol and Cheltenham's regional 'Chartered Champion' for the Personal Finance Society.

This initiative by the PFS, which is part of the Chartered Insurance Institute group, is aimed at raising the profile of financial planners and firms among local business communities and consumers.

Fay Goddard, chief executive from the PFS, said: "Now, more than ever, consumers are demanding that financial advisers and planners demonstrate their professional expertise. Consumers want to deal with individuals and firms who provide first-class service and trusted advice that helps them meet their financial goals."

In her new role, Ms Richards will be the local advocate for Chartered status in the region, represent

Hazel Richards (YOU)

Hazel Richards Consultancy
 Bristol, United Kingdom | Financial Services

Hazel Richards What amazing UK innovation and inspiration....guest speaker Richard Noble OBE at last night's excellent ACCA UK South West Dinner....and the Bloodhound SSC Project.

Bloodhound SSC bloodhoundssc.com
 Bloodhound SSC land speed...
 1 day ago • Like • Comment • Share • See all activity

Current

- Non Executive Director at Johnson Fleming Limited
- Hazel Richards Consultancy at Cofunds
- Lecturer at City of Bristol College

Past

- Chartered Financial Planner at Nicholls Stevens IFA
- Director of Community Relations at Sunrise Senior Living
- Business Development Manager at CII including PFS /LIA

Education

- The Chartered Insurance Institute
- The Open University

Recommendations

1 person has recommended Hazel

Connections

291 connections

Wakeitae

- Gordon Bennett 2010



In the footsteps of Shackleton....skiing the last 97 miles to the South Pole

www.hazelrichards.com/ www.uk.linkedin.com/in/hazelrichards www.justgiving.com/hazel-richards
www.gordonbennett2010.com/people/orgteam/hazel

LAST 97 MILES SKIING TO THE SOUTH POLE

Antarctic Challenge

[HOME](#)
[ABOUT](#)
[GALLERY](#)
[TEAM](#)
[CONTACT](#)

NEWS blog

What's happening...

11.05.11
My journey is to complete the Nimrod Expedition; to stand at the Geographic South Pole, the goal Shackleton was to find so elusive. Read the full Shackleton story via the ABOUT tab.

17.04.11
An amazing Shackleton find...thankyou to Whyte&MacKay see the whole story here
<http://www.whyteandmackay.com/blog/2011-04-04-the-shackleton-south-pole-replica-whisky-revealed.aspx>

EVENTS blog

Dates of coming events.....anything and everything connected

10 July 2011
Race for Life 5km run <http://www.raceforlife.org/>

19.06.2011
A start to my fitness programme and all for charity....a 4 mile run
<http://www.dicsargent.org.uk/GetInvolved/Fundraisingandevents/Running/Runningdiary/OldburyFunRun>

16.04.11
A lunchtime talk...'80 degrees north' to the Gloucester Rotary

Gazette

Arctic trekker stranded because of volcanic ash

12:00pm Monday 19th April 2010

By Liza-Jane Gillespie

A WOMAN from Cromhall has spoken about her attempts to get home after flights in and out of the UK were cancelled for a fifth day.

Hazel Richards, 50, was due to arrive home from Norway on Sunday, April 18, however, she is now stranded in the Scandinavian country.

All UK airports have been closed since last Thursday due to a volcanic ash cloud from Eyjafjallajökull in Iceland lingering over much of Europe.

Flight experts fear particles in the ash cloud could cause plane engines to shut down.

Hazel, who is one of an estimated 150,000 Britons stranded abroad, was in Norway completing a five-day charity trek across part of the Arctic Circle.

She has managed to get internal flights in Norway from Spitsbergen down to Oslo, but the airport there is closed to international flights.

Speaking to the Gazette from Oslo, she said: "We are now stuck in Oslo and the airlines are telling us they have no plans to send any flights out at the moment and there is talk of more ash on its way.

"Even if we can get out of Oslo the main airports in the UK and at Amsterdam, Paris and Brussels are all shut, and BA have told me there are no spaces until the 24th even if they do start flights.

"The Norwegians have been really good and have helped us navigate our way through Norway."

which takes place in the Engadin valley, St. Moritz, in Switzerland. About 13,000 skiers take part, crossing skiing through some of the most mountain scenery in Europe.

So why is it such a challenge?

The race is very physically demanding – but it is also achievable and can be fun! For those who have never done any cross-country skiing, the challenge is to learn the technique in a very short space of time. If you've never skied before, you also have to learn to balance on snow and ice as well as actually make



So what was it really like?

In the words of Hazel Richards – "Well what can I say, a marvellous experience... respect to cross-country skiers everywhere! The whole five days was fantastic – an



Johnson Fleming appoints 'Chartered Champion' Hazel Richards as new non-executive director

Johnson Fleming, a leading Corporate Pensions, Risk and Healthcare service provider, has recently announced the appointment of Hazel Richards, a Chartered Champion for the Personal Finance Society, as non-executive director. Hazel has over 30 years of experience in the financial services industry, including a wide variety of professional development roles.

Commenting on the appointment, Trevor Severgnini, chief executive officer at Johnson Fleming said:

Hazel Richards commented:

"I am very impressed with Johnson Fleming's excellent service proposition and, in my capacity as non executive director, look forward to supporting their aim to continually improve the experience their clients receive, as well as be the best within their sector of expertise."



DATA SPORT

For athletes For organisers Print Center About us

Certificate Service - Event: Engadin Skimarathon, Maloja/S-Chanf

Search

bib number: 5567

Name: _____

Place: _____

Cheltenham and Gloucester C.T.T

HOME ABOUT US EVENTS LEARNING DEVELOPING SUPPORTING PFS CONTACT

You are here : PFS

The Personal Finance Society Standards Professionalism Trust

The Personal Finance Society is the UK's leading professional body for the financial advisory profession, with 25,000 members.

By working closely with its members the Personal Finance Society represents their interests by shaping the future environment in which advice is provided, helping to engender the confidence of the public in the financial advisory industry and achieve the trust and respect afforded to similar established professions. Visit www.thepfs.org

Your Local Region

Your nearest PFS region is Bristol & Cheltenham, which meet regularly at Tortworth Court Four Pillars, Tortworth, Wotton-under-Edge, GL12 0PH.

For further information on PFS activities in this region, please contact:

Hazel Richards, APFS Chartered Financial Planner

01454 290147 or Hazel@richardspfs.co.uk