

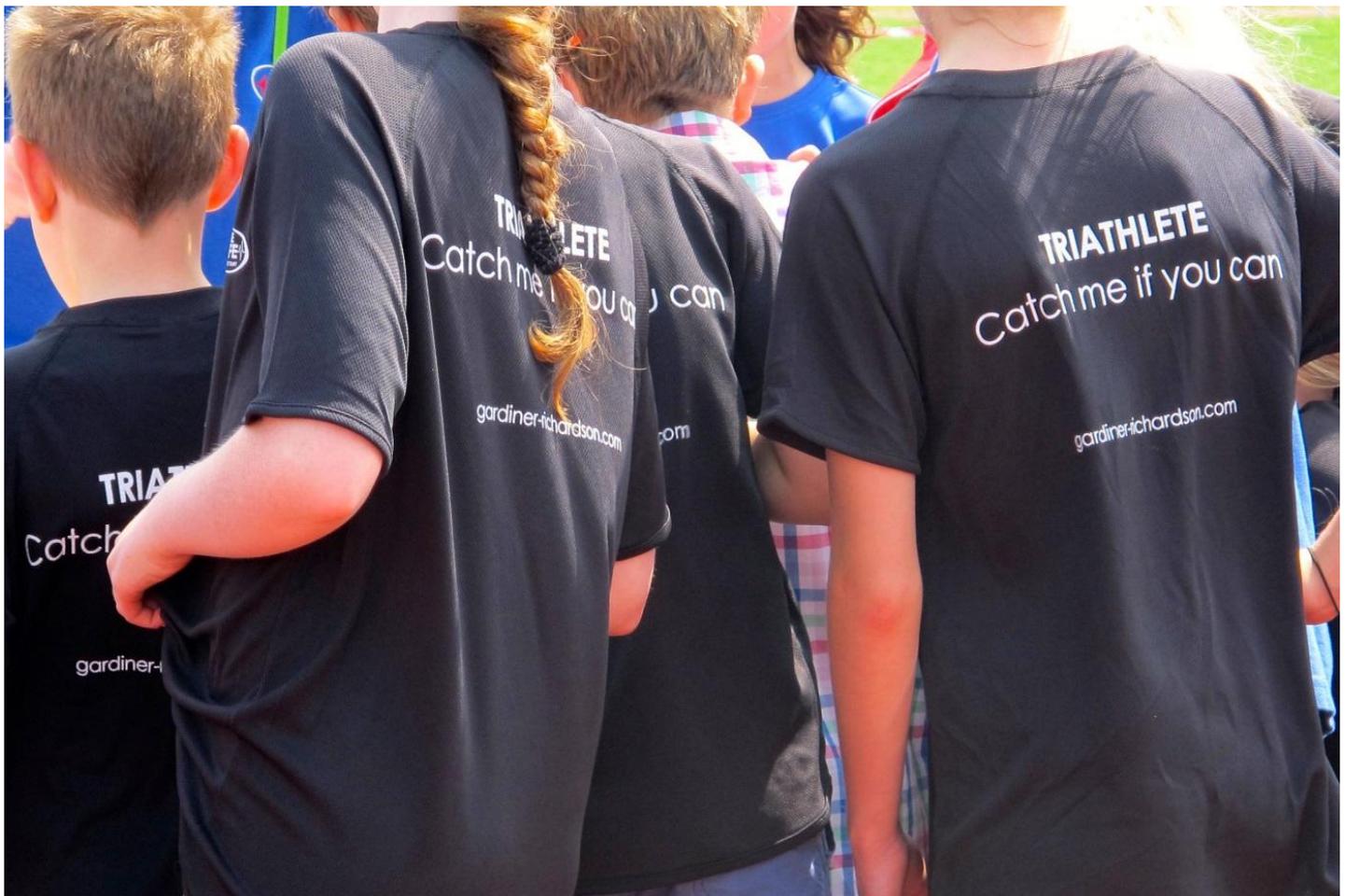


# Gardiner Richardson go for Gold with workplace and community

**Employer:** Gardiner Richardson

**Area:** Newcastle

**Theme:** Hexham Junior Triathlon



Earlier this year, Gardiner Richardson sponsored the Hexham Junior Triathlon, a course consisting of a pool swim in an open water format, a technical bike ride and a track run, mirroring a professional course. The event was organised by the local sports club, One Life and over 100 children aged between eight and 14 travelled to Hexham's Wentworth Leisure Centre to take part.

The event was the first of its kind for One Life as it involved children from the whole country, and let first timers to a triathlon be part of the event, not just those who were already members of the organisation. This gave One Life a chance to showcase their amazing facilities and the event was a great success.

Gardiner Richardson has been firm sponsors since 2010, but took this unique opportunity to really incorporate themselves into the sponsorship.

Director of GR, Lucy Gardiner, has been a member of One Life for a number of years, and has worked closely with the sporting group in many events such as this. She said, 'the Hexham Junior Triathlon was a first for both the club and for Gardiner Richardson,



in terms of sponsorship. The event came at the perfect time for us, when we were focusing on the North East's Better Health at Work scheme which encourages workers into looking after their health in the work place, so sponsoring the junior triathlon made a lot of sense. I have been involved with One Life for a number of years now and often get my children involved in their events, so I hoped to get the rest of the Gardiner Richardson team as excited as I was about the occasion by getting their families together and taking part!'

Rachel McBryde, Business Development Director of Gardiner Richardson, whose daughter took part in the event said 'We had great fun at Hexam Junior Triathlon. My daughter Georgie took part in the Diddy Duathlon and it was fantastic for her to experience taking part in a professionally organised even herself, rather than watching her family do so. She was raring to go on the start line, and was so excited coming down the final straight with the crowd cheering – she kept saying, 'they're cheering for me!' She spent the rest of the day showing everyone her medal and she uses her water bottle for school every day.

'There aren't many competitive events around for pre-school children and from a parent's point of view it worked on a number of levels, Above and beyond physically getting some exercise, it helped reinforce the message that exercise is good for you whatever your age and ability, it's fun and it helps you meet new people. It also helps build self-confidence and belief in oneself, so from a self-esteem perspective it worked really well and it's an achievement that as a family we are all really proud of.'

The sponsorship was opened up to regional partners such as Chromazone, a digital imaging agency, Waitrose, Northumberland Council and other local businesses. A raffle was also created as part of the even for those who weren't taking part which included a range of prizes. The proceeds went to One Life for facility improvements.

The team effort was huge in the agency, if staff weren't taking part, or providing prizes, they were behind the scenes creating graphics for the event – including branded t-shirts with the slogan 'Catch me if you can' across the back which were given to the children who took part in the event.

And, off the track, everyone is healthy at work – Judith Reynolds, HR Director at Gardiner Richardson has been providing the staff with initiatives such as alternatives to regular teas and coffees with flavoured and low caffeine tea as well as cordials for juice replacement of fizzy drinks, and substituting sweet jars with fruit bowls. She said 'health is a very important part of our day to day business here at Gardiner Richardson, all our staff are concerned with the things they can change to get healthy whilst say behind a desk – those small changes such as drinking green teat instead of regular coffee are something we can all do to make a change to our bodies.'

The event was hugely successful and One Life raised £150 to go towards improving their facilities. This is already paying off, as they have recently been nominated for the National Event of the Year by the North East Region.

Adrian Martson, chair of One Life said: 'it has always been the club's dream to host a junior triathlon to show off our excellent facilities and I'm delighted that the event went well. It was really a team effort by all and a great example of partnership working with the club, our sponsors have all been fantastic and we hope to do it all again next year.'

### For further information please contact:

**Name:** Judith Reynolds  
**Job Title:** HR Manager  
**Organisation:** Gardiner Richardson  
**E-mail:**

