



Plain sailing bargain: Ben Pochee with Laurie Avadis



Band of brothers and a couple of sisters too: Alex Machin-Paley, Bruce Allison, Andrew Collins with Highgate coaches Mick Duffy and Penny Sekkides and club secretary and coach Kate Jenrick

# Run on a shoestring but driving forward

COACHES from Highgate Harriers Athletics Club have set their sights on a target that they hope will be the driving force behind their young stars for years to come.

Enthusiastic youngsters from across Camden and Islington gather at the running track in Parliament Hill Fields twice a

by STEVE BARNETT

week preparing to make the club proud in various competitions across the country.

In a bid to make it easier to get to those competitions coaches and committee members are hoping to raise the cash to buy a minibus.

Ben Pochee, who has been a member of the Harriers for almost 30 years, said: "We're not a wealthy club, we run on a shoestring budget and without volunteers we simply wouldn't exist."

"Our junior members pay just £45 for their first year and then £25 annually to renew their

membership, and that includes all coaching, travel expenses and the cost of entering events."

"A minibus would give us a new freedom and the chance to go to more competitions as a collective."

"It's obviously easier for individuals to make it to meets, but if we had our own black-and-white-hooped minibus it would give more of our members the chance to compete."

"If more athletes can compete more can discover their true potential."

"Without sponsorship and the new fundraising we're doing, however, there won't be any money for the minibus."

"So we're calling on local businesses to help inspire and support our next generation of athletes with small sponsorship contributions."

Chalk Farm law firm Avadis & Co are already playing their part after agreeing to sponsor the 5,000m race at Highgate's upcoming open meet, which will

be held at Parliament Hill Fields on September 11.

The deal will see the most outstanding junior in the race receive a prize worth £450, consisting of a £100 running shop voucher, an osteopath running MOT treatment and for anyone in the winner's family to be given free legal consultations.

Laurie Avadis, founder of Avadis & Co, said: "As we are based in Ferdinand Street, just a stone's throw from Highgate Harriers, we want to support the local community talent. And given the sporting momentum from last year's London Olympics we wanted to offer a unique prize to help the best young talent reach the next sporting level."

■ Anyone interested in showing their support for the club should contact men's senior coach Ben Pochee on 07900 921124 or email [ben@lgnwellbeing](mailto:ben@lgnwellbeing) for further details



Highgate Under-15s (from left) Alex Machin-Paley, Terry Fawden, Ben Hatch & James Millet