First Winter Crossing of the Antarctic Continent: 2012-2014

Patron
HRH The Prince of Wales

Leader
Sir Ranulph Fiennes Bt
As Patron of Ran Fiennes’s global expeditions since 1975, I shouldn’t be surprised that he and his team are about to embark on yet another incredibly challenging and demanding journey across the Antarctic. This must surely be their toughest expedition, and I wish them all the very best of luck as they prepare for this endeavour.
In 1979-1982 the Transglobe Expedition completed the only surface polar circumnavigation of earth ever completed by any route. This photo shows the Transglobe ship at SANAЕ (see map) dropping off their ice team before they completed the first ever one-way traverse of Antarctica. The ice team was led by Ranulph Fiennes and the ship’s crew by Anton Bowring, who once again will be in charge of the ship during the 2012-2014 voyage. Most of the ship’s crew (all volunteers) will be reunited for the 2012-2014 Expedition.
Thank you for taking an active interest in our Antarctica 2012-2014 Expedition.

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Alongside man’s first ascent of Everest, the first crossing of the Antarctic Continent during winter has long been regarded as one of the greatest challenges of human endeavour remaining on Earth.

Between 2012 and 2014 Britain’s best known polar explorer, Ranulph Fiennes, will lead an international team on this 2000 mile journey over a hostile country bigger than all of China and India combined.

BBC News will exclusively cover the expedition over an 18 month period and syndicate their film worldwide, providing massive public exposure to the sponsor.

The Challenge……To cross the Antarctic Continent in Winter

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Of the Transglobe Expedition 1979-1982. The Snow Cats at SANAE were used to transport goods from the thin ice edge to more solid ground inland

Of the Transglobe Expedition President Reagan said:

“My warmest congratulations to you all on your magnificent achievements of completing the 2200 mile crossing of Antarctica on open snowmobiles...... You are attempting something which has never been done before which takes tremendous courage and determination. The “can do” your expedition so perfectly exemplifies is still alive in the free world. We wish you Godspeed and clear sailing.”
The PLAN by ice and ocean
The Team (from the UK, Australia, New Zealand, South Africa and the USA) consists of six specialists on the Ice Team and twelve on the Expedition Ship. Both teams will include research scientists. The expedition’s ship will be named after the principal sponsor and will bear that company’s logo or a person’s name.

THE SHIP
Oct 2012 The ship will leave the Thames on October 1st 2012 with our Patron, HRH The Prince of Wales, at the helm. London will be devoid of historic events at this time, as the Olympics will have just ended.

Jan 2013 The ship will sail from New Zealand and then to Antarctica’s Pacific coast at the Ross Ice Shelf. The ship’s crew will unload the Ice Team, their snow vehicles and science laboratory sledge and then sail around the ice-filled seas of Antarctica conducting unique oceanographic research for SANAP (South African National Antarctic Programme) under chief marine scientist Dr Chris McQuaid. The ship’s activities will be visually transmitted live to BBC TV News London and thence worldwide.

Jan 2014 Having taken a year, the ship will then rendezvous with the Ice Team on the Atlantic Coast of Antarctica on the Greenwich (Zero) Meridian. The team will then be shipped back to Greenwich, London.

THE ICE GROUP
The Ice Group. All scientific work in Antarctica will be done with the aid of tracked snow vehicles. Normally these transports will never operate in the polar winter due to the extreme conditions. But CATERPILLAR has modified two DN9 vehicles to tow the Ice Team’s mobile science-lab sledge and all requirements for six men for 12 months. Two highly trained CATmechanics will be capable of any and all repairs, crevasse rescue and maintenance.
The other 4 members of the Ice Team will be Ranulph Fiennes, Mike Stroud, Chief Scientist Dr Adrian McCallum and a second scientist. All will be fully trained in the use of the BBC News camera and live IRIDIUM transmission equipment.

Doctor Mike Stroud will handle medical emergencies.
21 Mar 2013 The Ice Team intends to leave the Pacific coastline of Antarctica on March 21st 2013 (the Autumn Equinox) and cross the huge floating ‘Ross Ice Shelf’ for 800 miles to the Leveret Glacier. They will carefully ascend Leveret to 10,000 feet above sea level, always being wary of the ever-moving crevasses. From the upper edge of this great glacier, they will head for the South Pole all the while completing important scientific research (details follow) in dangerously extreme temperatures.

21 Sept 2013 The team must reach the far Atlantic coastline by the Spring Equinox (21st Sept 2013) or they will have failed to cross ‘in winter’. The ship will not be able to extract them from the coast until spring conditions sufficiently weaken the sea-ice. The Ice Group will continue to work on their detailed science programme until the ship can reach them, planned for January 2014.

Mar 2014 The full team, re-united, should return to Greenwich by mid-March 2014.
The Scientific Programme

In 1993 Dr John Heap, Director of the Scott Polar Research Institute Cambridge wrote: “Ran has never sought to justify his expeditions on the basis of questing for knowledge, but he has nevertheless contributed greatly to science in the polar regions. While asking the general public, through his books, to have regard to the adventures as they unfold, he has quietly ensured that good scientific use is made of wherever his expeditions happen to be, taking advantage of whatever phenomena were before them. In these days of scientific teams involved in large scale scientific programmes, such serendipitous research is a rarity indeed; but nonetheless valuable for that. Two of Ran’s science reviews titled *Report on Science Work of the Transglobe Expedition 1979-1982* contain some 28 reports involving more than 30 authors in the scientific mainstream. Many have been published in the peer reviewed literature.”

The 2012-2014 Expedition will involve unique research work by both the Ice Group’s and the Ship’s scientists.
Physiological research will be conducted by Dr Mike Stroud (Senior Lecturer on Nutrition at Southampton University) and a 12 month oceanographic research programme under the celebrated South African oceanographer Dr Chris McQuaid.

Also taking advantage of the unique scientific opportunity offered by a winter traverse, the Royal Society, the world’s oldest and most distinguished national academy of science, is supporting Dr Adrian McCallum, the Ice Group’s lead scientist, to engage in a programme of research during the crossing.

The Royal Society has been involved in Polar exploration for centuries. Except in the vicinity of Antarctic bases, the Winter Traverse offers an opportunity, under extreme conditions rarely attempted, to measure snow densification in order to support the exciting new observations from the CryoSat satellite now orbiting the polar regions, and assist in correlating observations from CryoSat with those of GRACE (Gravity Recovery and Climate Experiment).

Such ground measurement is needed to give a complete picture of current trends and is of great interest in climate science and global warming studies. The ground measurements, together with meteorological observations away from the Coast, are only usually attempted during traverses in Antarctic summer months.

This is why the present opportunity is unique; unique, but challenging and in tune with the ethos of the whole expedition.

Scientists are interested in how the mass of the Antarctic ice sheet is changing with time. The CryoSat mission launched in April 2010 observes the rate of change of surface elevation of the ice sheet but to understand mass changes a density profile of the surface layers is needed. Estimating this profile is not straightforward as snow density may vary through changes in the annual precipitation and through ice deformation – the snow densifies and ice creeps under load – so further data is required to estimate mass changes. CryoSat observations are complemented by gravity observations very accurately determined by a pair of satellites launched by the joint US/German Gravity Recovery and Climate Experiment (GRACE). These measurements can show how much the solid earth is rebounding underneath the ice – another variable in any model hoping to forecast the changing mass of the Antarctic ice sheet. Observations of surface density, snow fall and pressure made during the traverse will help CryoSat and GRACE scientists interpret their observations.
The Education Programme

Up to 42,000 schools in the UK will be invited to become involved in the bespoke interactive website of the 2012-2014 Expedition. Hundreds of thousands of children, teenagers, teachers and parents will, over a 2 year period, become part of the Expedition through our web and via BBC News coverage.
Under the direction and administration of our Expedition’s Education Liaison Officer David Ford (Head of Achievement Services Durham LA)

42000 state funded schools in the UK (and 1200 private schools) will have the opportunity to interact with the expedition’s website over a 2 year period. Since all images on the website will include action by the Ice Group and the Ship’s crew, all of whose outer clothing will bear the Sponsor’s name/logo, your ‘brand’ will receive huge and positive publicity with all children, teachers and parents involved.

The website’s content will enable you, as our Sponsor, to entwine the learning experiences of young people with a unique human and historical endeavour.

Schools will be immediately and directly involved with the expedition, via password-protected web information in the form of blogs and reports, as it moves through planning and preparation for the winter crossing. This will include facilitated opportunities to participate in competitions, networking and challenges with other schools, plus insights into what it takes to achieve and be part of a great global adventure. Schools’ names will be included in the list of sponsors published in various expedition promotional materials. Schools’ names will also be recorded for posterity in Sir Ranulph’s account of the Expedition already commissioned for publication after the completion of the Winter Crossing. In addition, a specific school’s sponsorship will be associated with a particular item of expedition equipment on the Ice Group or the Ship.

Fully integrated curriculum materials, linked to all aspects of the Expedition, are in the process of development by Durham’s Education Development Service in association with Sir Ranulph Fiennes. Rich and original topic-based and curriculum-specific resources will be available for every phase from Early Years to post-16. Central to these resources is a fully-supported Enterprise Project which will help to develop highly relevant skills and could support students in planning their own projects or expeditions.
What our SPONSOR will achieve ...... and gain.

BBC coverage of Antarctica 2012-2014 will be syndicated for global coverage – for the duration of the expedition.

We, the Expedition Team, thank you for your interest in this proposal. Should you decide to sponsor this enterprise you will be enabling us to accomplish:

- A historic geographical first at least on a par with the first ascent of Everest. The Expedition’s title can, if you so choose, include your corporate name. The outer clothing of our team will carry your corporate name and logo.
- Important scientific research by land and sea under the leadership, respectively, of Dr Adrian McCallum (Australia) and Dr Chris McQuaid (South Africa). Your name and logo will, if you wish, be tied to the results. You will christen the ship; her name will be yours.
- An exciting visual story to be followed for 18 months by millions via the BBC, ABC and CBC. All with your company name and logo to the fore.
- A complete documentary film will be made by ITN Factual/Discovery Europe.
- A dedicated educational interactive website available for up to 42000 government funded and 1200 private schools over a 2 year period.
- A huge donation to the Expedition’s Charity of Choice (Ran Fiennes’ last projects, the successful ascents of the Eiger/Everest gained £6.3 million for Marie Curie Cancer Care). By your Sponsorship, you will be opening the door to enabling a far larger total to be raised for the charity of your choice (if you prefer another charity to Marie Curie Cancer Care).
- Press Conferences, Press Launches, Websites, Blogs, Media press releases to be handled by the Sponsor’s PR representative who could be a member of the Expedition’s Committee if desired (see rear page).

BBC coverage of Antarctica 2012-2014 will be syndicated for coverage to ABC, CBC and global partners – for the duration of the expedition.
Sir Peter Williams CBE FRS FREng, Vice President The Royal Society

“I have always been fascinated by Polar expeditions; that science forms a key component in the winter traverse simply deepens that fascination.”

Sir Ranulph Fiennes Bt

“This is the polar journey of all polar journeys. To commence it in 2012 a century after Captain Scott, the greatest of all polar pioneers who died enduring an Antarctic winter, would be doubly appropriate.”

Adrian McCaullum BE (Hons) BSc (Hons)
The Scott Polar Research Institute

“The opportunity to gather scientific data on a winter traverse of the Antarctic Continent is an unprecedented opportunity in Polar science. Never before has a moving scientific platform been available to provide extensive access to valuable scientific data under winter conditions.....Such data may provide new insight & observations about possible changes to the surface profile of the Antarctic ice sheet.”

The Sponsorship Benefits Package

- Naming of the Expedition.
- 3 years multi-media exposure at a global level.
- Our ice strengthened ship will be chartered by you. It will be renamed by you. For instance, the ‘Vodafone Explorer’ or the ‘Barclays Venturer’ or the ‘Name of Person’.
- All expedition outer clothing and headwear will be emblazoned with your logo (on the left hand side of chest).
- A representative of your company will be invited to be an integral part of the Expedition Executive Committee.

The Expedition will provide a unique opportunity for you and your brand to be part of a historic undertaking which will benefit greatly from world wide multi-media coverage.

Your sponsorship will give you the opportunity to showcase your company, its logo, your unique products, services, values and beliefs.

You will be supporting through our scientific research programme a greater understanding of the planet and the challenges we and future generations will face.

£1.8 million raised for the charity. Fiennes and Kenton Cool proudly displaying the Marie Curie Cancer Care logo on the summit of the Eiger after successfully scaling the mountain’s infamous North Face in 2007. Ranulph’s successful summiting of both the Eiger and Everest raised a staggering £6.3 million in total for the Marie Curie Cancer Care Trust.
Finning Caterpillar

A Caterpillar Antarctic Tractor similar to the units being supplied by Finning UK and Caterpillar for the 2012-2014 Expedition
Patron: HRH The Prince of Wales

Chairman: Sir Peter Williams CBE FRS FEng, Vice President The Royal Society

Expedition Organiser & Leader: Sir Ranulph Fiennes Bt OBE

Expedition Adviser: Prof Dougal Goodman FREng, Deputy Director British Antarctic Survey 1995-2000

Chief Scientist: Adrian McCallum

Marine Organiser: Anton Bowring

Education Liaison: David Ford, Head of Achievement Services – Durham LA

Polar Logistics Specialist: Laurence J Howell I Eng MIET MIEEE

Extreme Cold Temperature Equipment: Steven Holland & Steven Seaton

Insurance Adviser: Tony Medniuk

Polar Travel Adviser: Oliver Shepard

Sponsor Liaison: Adam McCormac

Retail Sponsor Liaison: Ross Evans

Picture from Ranulph Fiennes 1990’s record breaking Antarctic Challenge