

# Partnering and collaborating with George Heriot's School



George Heriot's Trust is one of the earliest surviving trusts in Scotland, providing a transformative education for children since it opened in 1659.

The original philanthropic gift from George Heriot, to establish a Trust to provide an education for the 'fatherless bairns of Edinburgh', is 400 years old. Today the school has 1,670 boys and girls aged 4–18, of which funded Foundation and bursarial places comprise 7 % of the school roll.

The School is looking beyond its walls to explore how partnership collaboration with external organisations can bring benefit to pupils and partners in terms of profile raising, investment in skills development and employer brand development.

## Partnering with George Heriot's

George Heriot's sits in the heart of Edinburgh and has carved a formidable academic and wellbeing reputation over 400 years. Today the School's 11,000 alumni represent every aspect of society, including academia, law, medicine, engineering, research, sustainability, technology, design, care, charity, and the expressive arts. A school inspection by Education Scotland in 2024 confirmed the School's sector-leading status in 'raising attainment and achievement' and in 'ensuring wellbeing, equality and inclusion for children and young people'.

Heriot's is a legacy brand. It has an enviable 400-year history and reputation for leading education in Scotland. Heriot's influence runs down the backbone of Edinburgh's business and academic communities as a trusted school that has educated many generations of the same family and equally opened its doors to refugees from Serbia, Syria and Ukraine and other countries, who choose Scotland as their home.

The School is recognised as a force for good, with Charitable Purpose being a strategic pillar under which community outreach, voluntary service, the provision of a supported education and charitable activities are key components. The School is a centre of excellence for bereavement support and focuses on conferences and learning with colleagues from the state and third sector to share best practice in this area.

By partnering with Heriot's, you will develop exposure to the many communities connected with the school: current parents, current pupils, former pupils, friends of the school and the wider Edinburgh community, many of whom share the School's ethos, to 'distribute chearfullie'.

## Ways you might partner with Heriot's



01. Careers Fairs/Inspirational Speaker Programmes/  
Mentor provision  
*See page 4*
02. Sponsorship – generic and specific  
*See page 5*
03. Collaborative projects  
*See page 12*
04. Location and facilities hire for events and entertainment  
*See page 14*
05. Support Heriot's Foundation and Bursary programmes  
for enhanced ESG credentials  
*See page 15*

## 01. Career Fairs, Inspirational Speaking, Mentoring

Inspire the next generation of employees. Be part of Heriot's mentoring programme, or speak at one of School's Inspirational Speaker events hosted at Lauriston Place. Careers events focus on Senior School pupils, usually S2 upwards, and comprise specialist talks, workshops and panel discussions in front of pupils from Heriot's and selected partner schools. These events work well in helping to build a local employer profile, provide an opportunity to promote specific career routes, and promote young person initiatives.



## 02. Sponsorship opportunities



### 2.1 Sports

Heriot's has produced many great sports men and women who have represented Scotland and the UK: Ken Scotland and Andy Irvine will be familiar names from the past; Ben Helm and Polly Swann (rowing Olympians) from recent years. The School has produced elite athletes in hockey, football, rowing, badminton, eventing, rugby and dance, as well as obtained sports scholarships to universities, with 30 international athletes studying at the School today.

The School offers rugby, netball, hockey, rowing, basketball, golf, cross country, athletics, football, badminton, climbing, curling, boxing, lacrosse, pilates, sailing, cricket, softball and tennis and enjoys 90% sport participation across the 1,660-strong pupil body.

A profile affiliated to one sports area can target your brand specifically. Options to sponsor a specific sport at year group or whole team level are available, with pitch side banners, whole team livery, match, competition or tour sponsorship options available.

The PE and Sports Department runs an annual Sports Celebration, an occasion that brings together parents and athletes. The evening serves as the highlight of the year, showcasing the dedication and success of pupils across all sports. Sponsorship is currently available for this event, including event exposure and tickets.

## Case study: Stoats

Heriot's is delighted to be working with the successful Edinburgh brand Stoats: Stoats has sponsored the Girls and Boys 1st XI Hockey Teams until 2026. Not only are the teams playing well on the pitch, but they are now wearing their brand-new 'Stoats x GHS' kits.

For the next two years the First Hockey teams will sport the Stoats logo as part of a sponsorship agreement. If you are interested in working with Heriot's in a similar way, please get in contact.



## 2.2 George Heriot's Pipe Band

The award-winning Heriot's Pipe Band is recognised for their high level of performance. Heriot's has a long and illustrious pedigree of producing Pipe Band performers spanning the generations. The Band works with Poppy Scotland and provided the first ever pupil to pipe the lament at the National Remembrance Service in Edinburgh's Royal Mile in November 2024. Band members play to an incredibly high standard and regularly feature in the media.

If you would like to know more about how your company can sponsor events, equipment and be part of the band's growing success, please contact us.



## 2.3 Expressive Arts support

Heriot's produce a notable array of performers and artists, from actors such as Ian Richardson and Roy Kinnear, Ken Stott and Paul Young to Julia Brown, Emun Elliot and Ellana Gilbert; musicians such as pianist Jodie Oliver-Howar, Jazz pianist Fraser Urquhart, French Horn performer Freya Gillon, Scottish bass baritone Isaac Tolley, arts manager Miranda Heggie, and award-winning choral composer Chris Hutchings. Heriot's standard of musical and expressive arts education is high and draws large audiences at events in school, in Edinburgh and beyond.

Heriot's has a Chamber Choir, Symphony Orchestra and several smaller ensembles - the String Quartet, the String Sinfonia and the Swing Band, each of which welcomes targeted sponsorship.

Heriot's welcomes conversations with those who seek to support the expressive arts at the school, especially in being able to source equipment and support performances.

## 2.4 Generic Sponsorship opportunities

As a recognised legacy brand, the School is keen to align with brands of a similar stature, representing best in class in their sector.

The School offers generic exposure to distinct stakeholder groups through several print and digital platforms, as well as at social, performance and entertainment events such as recitals, receptions and dinners.

- **Quadrangle** – annual 70-page magazine to 6,000 Former Pupils, one issue/ year
- **The Herioter** – annual 200-page record of school events, one issue/ year, to all pupils
- **School website** – monthly views 62,000; Instagram followers 3,300; Facebook followers 3,800, X annual views 3,900; LinkedIn 1500 monthly views; average engagement/reach all platforms 15,000
- **Herioter Hub** – dedicated website for Former Pupils
- **We are Heriot's** – termly Newsletter for current parents and staff, three issues per year.
- **Parent portal** – dedicated online platform for current parents.

Credits on publicity material, verbal acknowledgement at events, free advertising space on programme literature and complimentary tickets are parts of a generic sponsorship package.

## 03. Collaborative Projects

As the employment and skills landscape changes rapidly, developing future fit skills remains a key focus for Heriot's. We are aiming to partner with industry leaders to support key areas of skills development, such as meta skills to encourage adaptability, discrete skills for specific applications and core skills to build employees capable of problem solving, understanding communication technology and numeracy.

Can your business or organisation help us to fund skills development?



### 3.1 STEM/STEAM

The development of inter-disciplinary skills lie at the heart of Heriot's and the school is keen to lead in running conferences and festivals to showcase how traditionally distinct subjects are interconnected. Pupils participate in curriculum challenges which build problem solving and creative thinking. If you are an IT developer, biotech company, innovation or finance company which invests in research and development, please speak with us.

### 3.2 Engineering

The Design & Technology Department is looking to bring in Engineering Science. This will involve a £32,000 investment in pneumatic kits, electronics equipment and software. The Department is seeking engineering-related companies who might step in and help, not only to facilitate the delivery of this learning and, in the process, build their future employer profile with pupils.

### 3.3 Digital/AI

The school is keen to receive devices for Foundation and Bursary pupils, as well as to support the activities of current gaming and e-sports clubs – the Minecraft Club currently has 60 participants. Separately, the School is working with the University of Edinburgh to develop an acceptable use of AI in pedagogy. We are open to working with partners who can support these areas of development.

Heriot's currently donates used computers to Ukraine, via Reusing IT, a Scottish-based charity.

### 3.4 Sustainability and the future green economy

Sustainability is a key strategic pillar for Heriot's: here are just three areas where partners are sought:

- **Investment in Sustainability software** – £14K/year will help the school track progress to net zero status
- **Pupil Gardening and Grounds Club** – £5,000/year will support gardening equipment (spades, forks, cold frames) and shed
- **Funding for Earth group projects** – Support of £1,000/year will cover

## 04. Facilities or location hire

For an original location space, either for film and drama use or for fashion/luxury goods backgrounds, the School's 400-year Old Building is the perfect backdrop to add prestige to your brand profile. It boasts beautiful stonework, carved windows, a traditional Chapel and manicured grounds with stunning backdrop views of Edinburgh Castle.

Heriot's prestigious heritage corner, contemporary Refectory and School Hall each offer great spaces for corporate hospitality and entertainment.



## 05. Supporting pupils

Heriot's is known for the support it provides to bereaved children through its Foundation. For pupils who have lost a parent, the school is able to provide specialist bereavement and financial support. The School also has 61 pupils receiving a financially-supported education.

If your organisation feels able to support the life changing Foundation or Bursary programmes, please get in touch.



For further information, please contact either  
Miranda Henderson or Darren Donaldson at George  
Heriot's School via [enquiries@george-heriots.com](mailto:enquiries@george-heriots.com)  
or call 0131 229 7263.





[george-heriots.com](http://george-heriots.com)

George Heriot's School is governed by George Heriot's Trust.  
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