

## Marketing and Media Meeting Group

### Sport England Offices

Wednesday 28<sup>th</sup> June 2006

#### Present

Tim Quirke	Leeds CC
Elaine Freer	Wakefield MDC
Andrew Burns	Bradford MDC
Tony Scargill	Calderdale Council
Paul McCray	Calderdale Council
Helen Heaton	Kirklees MC
Caroline Gilbert	Sport England
Sarah Zagni	West Yorkshire Sport
Sarah Giangregorio	Poulters PR Agency
Rebecca Douglas	Poulters PR Agency

SZ thanked everyone for attending and giving their time and support to the Group.

#### 1. Poulters PR Agency

SG (from Poulters) explained that the aims of the PR contract are to:

- Promote the achievements of the Yorkshire Plan for Sport, specifically progress in achieving the aims of the regional action plan for 2006, "Ready to change the face of sport in Yorkshire 2006?" which are:
  - Building the Delivery System
  - Building Capacity
  - Marketing Sport
  - Building Infrastructure
  - Improving Performance
  - Strategic Planning

[http://www.sportengland.org/yorkshire\\_index/yorkshire\\_get\\_resources/iyr\\_yorkshire\\_regional\\_action\\_plan\\_2006.htm](http://www.sportengland.org/yorkshire_index/yorkshire_get_resources/iyr_yorkshire_regional_action_plan_2006.htm)

- Raise the profile of the four CSPs in Yorkshire

The PR Plan identifies monthly themes, for each of which Poulters, working with WYS and Sport England, will identify 2-3 story angles. For example, the angles for the Coaching theme are a) the structure of coaching and the importance of good quality coaching and b) equality in coaching.

The way that LAs can link into the contract is by working with SZ at WYS to provide local examples that illustrate and bring to life the themes identified in the PR plan.

**ACTION – WYS to work with LA's to go through PR Plan and identify potential local examples to illustrate monthly PR themes**

## **2. Everyday Sport Update**

From July 2006, Sport England is focussing its Everyday Sport investment much more locally into four towns/cities across the Country. The aim of this work is to determine how local interventions, such as locally placed advertising and PR, can influence people's intentions to participate. Barnsley, Blackburn, Newcastle and Reading are the four areas where this activity will be focussed. Barnsley was chosen as a result of its strong local partnership, the Barnsley Sport and Active Recreation Partnership, which had already demonstrated a commitment to implementing the Everyday Sport campaign in the local authority area. The impact of the activity in Barnsley will be measured through two phases of research, with the first taking place in July 06 and the second in November 06.

In the longer term, it is likely that the lead responsibility for physical activity campaigning will be handed over to the Department of Health. However, there are no clear timescales for this, and it is not known whether the campaign will remain "Everyday Sport" or if it will change.

The Physical Activity Framework was also discussed, as well as Community for Health monies. It was noted that this group should be instrumental in planning the regional social marketing campaign, which is identified in the Physical Activity Framework.

## **4. Next Meeting Date**

Friday 15<sup>th</sup> September 10.30am at Sport England