

Marketing and Media Meeting Group

Sport England Offices

17th May 2006

Present

Tim Quirke	Leeds CC
Ian Smales	Wakefield MDC
Elaine Freer	Wakefield MDC
Tong Scargill	Calderdale Council
Helen Heaton	Kirklees MC
Caroline Gilbert	Sport England
Sarah Zagni	West Yorkshire Sport

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

Sport England Updates -

1. Everyday Sport Update

CG stated that EDS was an ongoing initiative however the budget for 2006/7 is yet to be confirmed.

2. Poulters PR Agency

Poulters are a media company which have been employed to work on behalf of the CSP's (see attached sheet for more information). They have a one year contract with the aim of raising the profile of the county sports partnerships, increasing the media coverage of community sport and raising the profile of the Yorkshire Plan for Sport.

CG stressed that LA's should use Poulters as much as possible, keeping in mind the objectives of the PR Contract. –Poulters need the bare bones of a story but they can do all the leg work. They will also identify opportunities such a national events / stories e.g. Race for Life and obesity themes.

ACTION

- **ALL** Please forward any events / initiatives that you know of in advance to Sarah Zagni so she can forward this to Poulters ASAP. This is to assist them with their workload and to ensure opportunities are not missed. See spreadsheet attached.
- **LA's** to forward one media contact to SZ

There will be monthly reports for coverage and Poulters will be invited to attend these meetings. (Although they are unlikely to be able to attend every meeting.)

3. Aim and Remit of this Group

- Sharing of ideas and best practice
- Pooling of resources

Ideas – physically activity campaign West Yorkshire or even Yorkshire wide by pooling resources and getting companies such as Yorkshire TV / Real Radio / Galaxy FM on board. A better deal could be reached if monies were combined certainly in W Yorkshire. A New Year campaign could be the focus for this.

ACTION – Agreement would be needed by Chief Leisure Officers.

- **SZ** to take to Exec Group
- **TQ** to format a proposal and send to group
- **CG** to take to the Yorkshire CSP group for a regional approach
- **LA's** to speak to own departments regarding this

4. Next Meeting Date

Wednesday June 28th 10.30am at Sport England

ACTION – **SZ** to invite a Poulsters representative