

## **Marketing and Media Meeting Group**

### **Sport England Offices**

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

#### **Present**

Tim Quirke	Leeds CC
Andrew Burns	Bradford MDC
Tony Scargill	Calderdale Council
Paul McRae	Calderdale Council
Nick Hartley	Calderdale Council
Helen Heaton	Kirklees MC
Sarah Zagni	West Yorkshire Sport
Nigel Harrison	West Yorkshire Sport

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

#### **Apologies - Helen Heaton, Elaine Freer and Caroline Gilbert**

##### **1. Initial Discussions**

NH stated that joint working with regarding to marketing had been discussed at the West Yorkshire Executive Meeting and was agreed in principle.

The group discussed the best way of working together across the sub-region with regard to marketing. Two options that were discussed were gym membership and swimming. Casual fitness – the pay and play schemes were also discussed and could be a topic for some joint working practices in the future.

Gym membership it was decided was a complex issue with local targets and cash incomes being very sensitive issues locally. Therefore a swimming awareness campaign was agreed on as a suitable activity that each district could devote some resources into promoting.

##### **2. Swimming Campaign now to March**

The premise of the campaigns is boost ongoing LA campaigns for swimming – not to supersede current promotional activities.

#### **The main theme of the campaign is raise the health benefits of swimming**

A face of swimming - names suggested were

- Adrian Moorhouse

- Barry Watson
- Terry Denison

ACTION - SZ to contact ASA to contact local high profile swimmers

- WYS website to link to all pools and the possibility of a voucher system was discussed. Vouchers to offer discounted swims with a way of recording where the vouchers have been advertised in order to gauge successful mediums of advertising.
- February half term – 50p swims
- Possible sponsorship from Zoggs / Speedo etc
- Poulters PR company to promote

ACTION – TQ to put together a marketing proposal (see attached)

ACTION – LA's to assess what resources they can put into the campaign

#### **4. Next Meeting Date**

Friday 10<sup>th</sup> November 2006 10.30am Sport England Offices