



CAMPAIGN PROPOSAL WITH NOTTINGHAM EVENING POST

AIM: TO MAKE PEOPLE IN NOTTINGHAM AND NOTTINGHAMSHIRE THE MOST ACTIVE AND HEALTHY IN THE COUNTRY

WHY: On recent statistics, Nottinghamshire ranks 4th out of 5 East Midlands counties and very near the bottom of the list nationally, despite our claim to being the 'Sporting County', for the percentage of the population over the age of 16 who exercise/are active for 30 minutes, 3 times a week.

Sport Nottinghamshire, as an organisation taking a strategic lead for sport in the county and for bringing together the various sectors involved, see the need to get our local communities active and healthy and are seeking to work in partnership with the Nottingham Evening Post, as Campaigning Newspaper of the Year, to motivate, educate, inform and incentivise Nottinghamshire people into making positive choices about their participation in sport, active recreation and healthy lifestyles.

BENEFITS TO NOTTINGHAM EVENING POST

- Involvement in a campaign that is right at the heart of people's lives
- Cross-fertilisation with so many other areas of focus for the paper such as health, education, business and sport
- Opportunity to play a major role in changing people's lives and lifestyles
- Helping our communities be more active and healthier
- Leading the Way - No other newspaper is doing this, yet, as far as I'm aware
- Help to improve our sporting success as more people become active and join clubs
- Greater engagement with potential partners

IDEAS/THOUGHTS

Campaign launch needed, possibly linked to large sporting event nationally or locally

Articles on:

- The current situation, where Nottingham and Nottinghamshire rank, district by district breakdown, the best and worst nationally, the targets for each district for improvement
- How to build sport and activity into your daily life
- The health benefits from participation in sport and active recreation
- What to do Where – inform people of the facilities and opportunities in their area and who to contact for more information
- How to get started – don't expect to win the Robin Hood Marathon, start off slowly and build up gradually, advice from health professionals
- Nutrition and diet – link to Food for Thought Campaign
- Breaking down the barriers – time/families/transport/cash/cultural
- Fitness and Health on a budget

- Focus on particular activities: Walking
Cycling
Yoga
Different sports etc
- Identify good practice in the county
- Childhood Obesity levels – the problem identified, ideas for solutions
- GP Referral schemes – what they are, where they are, how to get involved
- What's happening for specific groups: Young people
50+
Women and girls
Black and ethnic minorities
People with disabilities
- How sport can change lives – how it can impact on crime in an area, how it can build esteem for individuals and communities, how it provides opportunities for learning, for employment, for social inclusion and community cohesion
- The social side of sport and active recreation
- Top athletes in the county – how I got started
- How to help – the need for more coaches/officials/volunteers

Potential Promotions:

- Link to the Olympics and London 2012 – NEP Olympic Challenge
- Train like an Olympian – downsizing the training schedule of a top athlete to something manageable for you, but giving you the feeling that you are 'mirroring' the best
- Find the Fittest Family in Nottingham and Nottinghamshire
- Free access to local authority facilities for top athletes to train (almost agreed)
- Free access to local authority facilities for the community (to be proposed)
- Free Lifestyle Assessments at your local leisure centre (to be proposed)
- Discounted access to local authority facilities for the community (to be proposed)
- Join One, Join All – join one local authority fitness scheme and have access to all local authority fitness facilities/classes (under discussion)
- Corporate fitness facility scheme, county wide access (under discussion)
- Healthiest Workforce in Nottingham and Nottinghamshire
- Fittest school
- Club Challenge – who can generate the largest increase in membership
- Sport's not just for Christmas, it's for life!
- On Your Bike!
- '0 to 60' – can you do 60 minutes exercise in a week? Can you do 60 exercise sessions in 6 months? Different targets from different starting positions.

Interactive opportunities:

- Record your activity levels – produce activity record cards for people to track their activity and their health eg blood pressure/weight/% body fat/smoking/alcohol etc. Could also be done online, through Sport Nottinghamshire or NEP website
- Collect tokens for discounts/sessions
- Write in and tell your story – what does sport/activity mean to you, how has it changed your life

- Send in your ideas and thoughts on how people should Get Active In Nottinghamshire
- What help do you need to get active?

Potential Partners/Contributors:

- Get organisations to sign up and commit to supporting the campaign and being active (opportunities for photocalls/interviews with Managers of the Professional Clubs etc)
- Could link to Pride in Nottingham campaign being run by Trent FM
- BBC East Midlands Sport
- Facilities – local authority/private sector/education/clubs
- National Governing Bodies of Sport
- Health – PCTs/QMC & City Hospitals/New Leaf
- Education – schools/Universities and colleges
- Businesses

The above represents some initial ideas and thoughts. The list for ideas on articles is potentially endless. With major sporting events/mass participation events (many of which are promoted by the Nottingham Evening Post) happening on a regular basis, there are always going to be opportunities to link things into these activities and create many human interest stories as a consequence.

Branding

Would like some level of recognition of Sport Nottinghamshire's role in the campaign but probably not on every occasion that an article or a promotion is run.

Liaison

Sport Nottinghamshire would expect to provide a lot of the information/ideas/negotiation of promotions with partners to ensure that the momentum of the campaign was maintained. As a consequence, fairly regular meetings to determine what was and wasn't appropriate would be beneficial.

Name

The campaign needs a title and/or an acronym

How sad am I, that I can come with a list as long as this!

Get Active In Nottinghamshire	GAIN
Get Active Nottinghamshire!	
Go Nottinghamshire!	
Training and Exercise in Nottinghamshire	TEN
Targets for Recreational Activity In Nottinghamshire	TRAIN
Nottinghamshire Exercise Pilot	NEP
Nottinghamshire Exercise and Participation	NEP
Nottinghamshire Exercise and Play	NEP
Sport & Physical Activity Recreation Targets Across Nottinghamshire	SPARTAN
Active Nottinghamshire Training Scheme	ANTS
Campaign for an Active Nottinghamshire	CAN
Communities Active in Nottinghamshire	CAN
Developing Nottinghamshire Activity	DNA
Changing Health & Activity In Nottinghamshire	CHAIN
Fitness for Life	

Healthy for Life

Can Do Sport

Let's get Fit!

PARTICIP8 (8 districts in the county)

MOTIV8

MOTIV8OR

ACTIV8

ACTIV8OR

Physical Activity in Nottinghamshire Incentive Campaign

Making Active Nottinghamshire 1st in the Country

Participation & Activity in Nottinghamshire Training Scheme

Fitness & Active Recreation Targets

PANIC

MANIC

PANTS

FART

Thanks for taking the time to read this

For further information and to set up a meeting, please ring Simon Starr on 0115 848

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