

CASE-STUDY

Client: Sport England South West

Project: Launch of the Regional Strategic Plan for Sport for the South West.

Contract status: Project through Matchtight PR

Website: www.sportengland.com



The South West is the first region in England to issue its blueprint for a more active future. The Plan - "Living Actively in the South West" – has been developed with the involvement of many key regional partners and drawn up with the input of the people of the South West region.

PR brief:

To work with Sport England South West on the launch of their Regional Strategic Plan, on March 25th, 2004 in Taunton. This plan is intended to create a new culture of sport and physical activity in the South West, encouraging people of all ages and social groups to participate in sporting activities at all levels. This will be measured by achieving outcomes, which relate to participation, performance, access, health and well-being, community safety, improving education and benefits to the local community.

Seven key drivers have been identified behind the need for change: ageing population, time pressure, well-being versus obesity, volunteers and professionals, public investment, utilising education, variation in access.

PR activities included:

- PR and media relations strategy for the launch event
- Construction of media packs: core media messages, fact sheets, visuals, staff biographies, endorsements from clients, media, athletes & celebrities
- Press release drafting and media distribution and 'selling in' of news stories
- Liaise with regional SW newspapers and radio and TV stations
- Liaise with key Sport England staff in Somerset and London
- To formally launch the regional plan and create some publicity
- To try and bring the regional plan to life with lively case study examples covering each of the four strategic themes in the plan

"Our vision is for England to be the most active and successful sporting nation in the world. The only way we will achieve this is by laying out a comprehensive set of regional plans, blueprints for the future of sport. The South West Regional Plan for Sport is the first Sport England plan to be published, setting out the aims of, not only Sport England, but those of our sport, health and leisure partners, for the development of sport and physical activity in the region."

Roger Draper | Chief Executive of Sport England