

'Reactivate Bucks' Campaign

Bucks & Milton Keynes County Sports Partnership (Bucks Sport)

Key messages

- Market segmentation provided the evidence to better understand the market and in turn, to increase participation.
- Small marketing budgets can lead to success if market intelligence is used effectively and in collaboration with other local partners.

Background and issue

- The challenge was to develop a social marketing campaign using London 2012 to inspire and encourage adult residents in Buckinghamshire to be more active.
- 'Reactivate Bucks' was developed to be the umbrella brand for all adult sport and physical activity delivered by partners across 5 local authority areas.
- Underpinning the whole campaign are 3 annual 'Give it a go' weeks where beginner and 'return to' activities will be listed on a countywide website.
- The 'Give it a go' weeks provide a platform for local, regional and national partners to launch and showcase opportunities to inactive residents.



Reactivate
South Bucks

Be more active before, during and after the London 2012 games.

Give it a go...

No Strings Badminton

no strings badminton

Beacon Centre			
Wed 22nd Feb	18:00 - 19:00	£3.50	
Evreham SC			
Wed 22nd Feb	20:00 - 22:00	£3.50	
Beacon Centre			
Sun 26th Feb	17:00 - 18:00	£3.00	

Beacon Centre - Contact 01494 677 764 to reserve your place.
Evreham SC - Contact 01753 672 610 to reserve your place.

Text 'Sport' your Name, Email Address* and your Postcode to '80011' and we will send you a link to activities taking place near you.

Bucks Sport call 01296 585215 or visit www.reactivatebucks.org

* In providing your email address to Bucks Sport you accept that they and your local authority may use this for future promotional and other purposes. It is not intended to pass on your email details to any other third party.

What did we do?

- A steering group of key stakeholders from across the county involved in the 3 annual 'Give it a go' week campaigns was created. The group has representatives from each Local Authority, the PCT, Local Leisure Centre providers, a Marketing Professional, Bucks 2012 representatives and guest NGB Officers. Three months prior to a 'Give it a go' week the group met to review the previous campaign and identify the target audience for the following campaign.
- A decision regarding the target audience was made by taking into account the local and national data on activity levels for Buckinghamshire ([Active People](#) & DoH Health Profiles) and the market segmentation profiles for target group identified. The use of these tools allowed the group to identify inactive age groups, the types of activities they are likely to participate in, and the marketing mediums and the messages they are likely to respond to.

What did we do? (continued)

- NGB's and local deliverers were worked with to coordinate a beginner or 'return to' offer across the county. For Example the February 2012 'Give it a go' campaign involved working with the ASA, Run England and local deliverers (clubs & leisure centres) to put in place two 'Big Splash' offers and a 'Free beginner running session' to encourage residents back into regular activity.
- Once the key offers across the county were developed, marketing mediums identified in the market segmentation profiles were utilised for our target audience to develop a campaign to raise awareness of the offers available during the week. (See vouchers opposite)
- The campaign was coordinated by Bucks Sport using a central budget funded by contributions from each LA, PCT, Adult Social Care and match funded by Sport England.
- Where possible celebrity endorsement for the campaigns was secured, from a local celebrities such as Miranda Hart, Fern Britton and Lynda Bellingham, to help increase awareness and coverage of the 'Give it a go' week.

"The market segmentation is central to the teams planning process for the 'Reactivate Bucks' initiative. It enables us to design a programme of activities, and develop a marketing campaign that will reach the target audience.

The online segmentation tool is easy to use and provides us with the kind of insight and knowledge that as sport development professionals we simply would not have access to otherwise".

Chris Gregory, Bucks & Milton Keynes Sport s Partnership

The results

- A platform that both local (Clubs, Leisure Centres) and national partners (NGB's, Age UK, National Trust) can utilise to promote fun, friendly, 'beginner' or 'return to' activity.
- Completion of the 7th 'Give it a go' week and average 500 taster activities during a week with on average 8,000 hits on the website during the campaign.
- We have helped launch new activity that has engaged over 15,000 participants and has a throughput of over 200,000 attendances.
- The co-ordinated approach across the county has led to pooled marketing budgets and a greater impact than if each LA had adopted a separate approach.

Lessons

- Market Segmentation should be used alongside other local data and knowledge when planning and marketing a new programme.
- Decide on your key group and tailor images, messages and mediums to attract that audience rather than a campaign that tries to target everyone.

For more information

- The Reactivate Team, Bucks Sport, info@bucksport.org or visit www.reactivatebucks.org