

**Sport Leeds – Comms. Steering Group Meeting**

8am, Tuesday 24<sup>th</sup> January 2016  
University of Leeds

**In attendance:**

**Members**

Stewart Ross (SR) Sport Leeds Chair  
Louise Forrest (LF) Sport Leeds Support

- |                    |                            |
|--------------------|----------------------------|
| 1. Simon Fox       | Leeds United Foundation    |
| 2. Leanne Flynn    | Leeds Rhinos Foundation    |
| 3. Tim Quirke      | Leeds City Council         |
| 4. Mark Nye        | Leeds Active Schools       |
| 5. Andy Morgan     | Yorkshire Sport Foundation |
| 6. Norman Taylor   | Leeds Sports Federation    |
| 7. Richard Vincent | Leeds Sports Federation    |
| 8. Tilly Hall      | University of Leeds        |
| 9. Simon Gaskell   | Leeds Beckett University   |
| 10. Kiera Gibson   | Leeds Beckett University   |
| 11. Hayley Cook    | Leeds Trinity University   |
| 12. Raychel McGuin | Leeds City College         |
| 13. Ollie Hylands  | Leeds Triathlon Centre     |
| 14. Tim Lee        | City Of Leeds Diving Club  |
| 15. Gary McCall    | Banana Kick                |

| Item |  |
|------|--|
| 1.   | <p><b>Apologies</b></p> <ul style="list-style-type: none"> <li>• Apologies from Jane Halloran, Leeds Becket University - Simon and Keira representing.</li> <li>• Apologies from Darcy Amamou &amp; Jemma Barratt, Leeds City College Raychel representing.</li> </ul>   |
| 2    | <p><b>Introduction to Sport Leeds – SR</b></p> <p>The Sport Leeds Strategy in full, executive summary and one-pager can be found on the website - <a href="http://www.sportleeds.co.uk/our-strategy/">http://www.sportleeds.co.uk/our-strategy/</a></p> <p>Stewart Ross refers to the strategic aim E3;</p> <p><b><u>E3 Improved Promotion and Profile</u></b><br/><b>E3.1 Ensure that marketing and communications plans of sport and active lifestyles providers adopt more coordinated and targeted approaches to communicating with different target groups.</b></p> |

|                  |   |
|------------------|---|
|                  | <p>Sport Leeds to identify and implement an appropriate mechanism to ensure greater coordination of marketing messages across partners. This should particularly focus on key messages for sport and active lifestyles in Leeds, increasing awareness where it is currently low, e.g. disability sport opportunities, and cross promotion of complementary activity.</p>  |
| <p><b>3</b></p>  | <p><b>Sport Leeds Projects – LF</b></p> <p>Louise Forrest discusses the projects currently being carried out by Sport Leeds;</p> <ul style="list-style-type: none"> <li>• <a href="#">Collaborative Projects</a> – linking to the strategic aims and the <a href="#">16/17 key priorities</a></li> <li>• The more recent aim of pulling together a locality bid that has a city-wide approach to bid into Sport England after a recent visit by Mike Diaper from Sport England. (Exec. Directors at Sport England).</li> </ul>  |
| <p><b>4.</b></p> | <p><b>Understanding your priorities; Mapping Exercise</b></p> <p><b><u>Leeds Sports Fed</u></b></p> <p>“A Group for Grassroot Sports Clubs in Leeds”<br/> Comms Lead – Richard Vincent<br/> Channels – Website, Twitter, FB, email<br/> <b>Priorities – Supporting clubs – funding, facilities</b></p> <p><b><u>Leeds City Council</u></b></p> <p>“Respect for Sport and Active Lifestyles across 16 Communities”.<br/> Comms Contact – Becky Hague<br/> Channels – SM – FB, Twitter, YouTube, Leeds card database (JNRS – SNRS), websites, microsites, traditional channels, radio, outdoor, promotional material.<br/> <b>Priorities – income generation, through 16 leisure centres, Let’s Get Active, This Girl Can</b></p> <p><b><u>Banana Kick</u></b></p> <p>“Represent Sport Leeds”<br/> Comms Lead – Gary McCall<br/> Channels – website (awards and SL), Sport Leeds, Twitter<br/> <b>Priorities – delivering a fantastic Sports Awards – sponsorship, reputation.</b></p> <p><b><u>Active Schools (LCC)</u></b></p> <p>“Getting Every School in Leeds Active – Not Just Sport, All Activity”<br/> Comms Contact – Mark NYE<br/> Channels – Email database, FB, Twitter, setting up website (2017)<br/> <b>Priorities – Sustainability, image/reputation.</b></p> <p><b><u>Leeds Triathlon Centre</u></b></p> <p>“A Partnership between British Triathlon, Leeds Beckett and Uni Leeds”</p> |

Comms – Oliver Hylands

Channels – SM – fb, Twitter, email database, building, new website (by 31 Dec 2016)

**Priorities – Performance, centre, facilities opening March 2017, community offer, funding**

### **Leeds Trinity University**

“Higher Education, Horsforth, 3,500 Students and 400 staff”

Comms – Hayley Cook

Channels – FB, Twitter, Instagram, Snapchat, LinkedIn, Websites – ext, intranet, applicant portal, newsletters, internal, printed newsletter to all Horsforth residents

**Priorities – This Girl Can, Talented Athlete Prog, Being 1 of 3 Uni’s.**

### **Leeds Rugby/ Leeds Rhino’s Foundation**

- [Leanne.flynn@leedsrugby.com](mailto:Leanne.flynn@leedsrugby.com)
- [Phil.daly@leedsrugby.com](mailto:Phil.daly@leedsrugby.com)
- Twitter, FB, Instagram, Snapchat, YouTube, LinkedIn, emails, page in YEP each week.
- Rugby League development plan
  - Participation
  - Coach Education
- Healthy fans
- Raise awareness of breadth of work

### **University of Leeds**

- Tilly Hall – [n.c.hall@leeds.ac.uk](mailto:n.c.hall@leeds.ac.uk)
- Twitter, FB, Instagram, Snapchat, YouTube, email, Leeds student newspaper, internal comms Uni staff, student portal.
- Cycle track – world class – participation
- Refresh of strategy
- Financial sustainability

### **City of Leeds Diving**

- Tim Lee – [e.j.lee@leeds.ac.uk](mailto:e.j.lee@leeds.ac.uk)
- Website, Twitter, Facebook, email, printed, digital, newsletter (Council and club)
- Priorities – tbc
- Internal comms
- External comms (recruitment)
- Membership

### **Leeds United Foundation membership**

- Simon Fox – [simon.fox@leedsunited.com](mailto:simon.fox@leedsunited.com)
- FB, Twitter, Instagram, YouTube, Whatsapp, CRM linked to club.
- Priorities – raise profile of the breadth of the work.
- Key events plan
- Brand awareness

**5.0****Collaborative Working**

SR discussed potential collaborative working around;

1. This Girls Can
2. Leeds Sporting Events – World Triathlon Series, Cycling
3. Sports Awards

Groups discussed digital comms and group priorities;

| <b>Beckett</b>  | <b>Foundation</b>   | <b>College</b>                                      | <b>Federation/<br/>Clubs</b>                             |
|---|---|---|--|
| LBU.AC.UK<br>Facebook<br>Twitter<br>Instagram<br>Snapchat<br>Bulletin<br>All student<br>E mail<br>Agility<br>(External<br>distribution) | Facebook<br>Twitter<br>Web<br>Partner E News<br>Clubs,<br>Coaches, UOL,<br>E News | Facebook<br>Twitter<br>Instagram<br>Web<br>Internal | E mail<br>Twitter<br>Facebook<br>Newsletters<br>Websites |
| <b>Priorities</b>   |   |   |  |
| Membership<br>Undergrad<br>Recruitment<br>Reputation<br>Participation<br>Legacy   | Participation<br>Investment into<br>Sport<br>Profile/<br>Awareness                |   | Effective<br>Comms<br>Membership                         |

**Focused areas to work collaboratively;**

- Triathlon
- Sports Awards
- Leeds Girls Can
- SPOTY – More of Leeds nominees

**HOW**

- Co-ordinated comms. Strategy – we need additional support to pull together /resource, could we look at interns possibly?
- Share comms. distribution list
- Cross promotion
  - using sports awards as a platform to promote organisations
  - newsletter sharing
  - 'Twitter takeover' – each organisation takes over @sportleeds
- Establish a smaller group/steering group

**Discussion around two key areas;**

**Leeds Girls Can**

- Increase engagement across board organisations using;
  - Case studies from organisations e.g. Universities, Rhinos, Leeds Utd
  - Develop LGC ambassadors from different organisations
  - Sharing of social media
  - Links on website – How can we feature? Activities on website too?
- Providing comms from TGC & LGC on updates and plans to organisations
- Make links with Uni Girl Can

**Sports Awards**

- Send round assets
- Info on what they mean to everyone i.e. you can nominate
- Use LSA2017 to raise profile of all organisations
- 10-day rundown
  - What we do?
  - These are the nominees – and why!
- All need to follow each other on SM.
- Sport Leeds newsletter? Dates for newsletter
- The need for Benchmarking on social media – open rates/ reach compare – discussions could be had at a small group to compare with select organisations.

**Further Meetings;**

**Smaller Sub-group/Steering Group - January TBC**

**Wider Comms. Network – Mid Feb**

**Sport Leeds - Communications Breakfast  
Sub-Group Meeting  
Actions**

| <b>Project Ideas</b>                    | <b>How?</b>  | <b>Actions</b>  |
|---|--|---|
| Sports Awards                           | <ul style="list-style-type: none"> <li>• 14<sup>th</sup> Dec nomination deadline, organisations to share digital assets               <ul style="list-style-type: none"> <li>○ Social Media – 3 days to go – nomination now! (Animated GIFs, MP4)</li> <li>○ Videos – Brownlees? Nominate now</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Gary McCall from Banana kick to share digit assets and any further information alongside any relevant updates</li> </ul>   |
| Organisational Promotion                | <ul style="list-style-type: none"> <li>• Promotional at Leeds Sports Awards</li> <li>• Signing up to everyone else's newsletters, databases and social medial</li> <li>• Twitter takeover – 18 organisations, 18 weeks out of the year?</li> </ul>   | <ul style="list-style-type: none"> <li>• LF to take to SL Op.s group, but could be discussed further at a smaller comms. sub group/steering group</li> <li>• LF to collate newsletter/database info from each organisation and circulate with actions</li> <li>• LF/Comms.Group to confirm twitter takeover organisations, develop a 'twitter takeover calendar' and circulate information &amp; actions</li> </ul> |
| This Girl Can                           | <ul style="list-style-type: none"> <li>• General Engagement</li> <li>• Ambassador Engagement</li> </ul>  | <ul style="list-style-type: none"> <li>• Information around planning, progress and how to be involved i.e. providing website content, twitter engagement</li> <li>• Share ambassador information with group</li> <li>• Possibility of promoting ambassadors from different organisations – how, to be discussed at smaller group &amp; SL Ops. group</li> </ul>   |
| SportLeeds Comms. Development Structure | <ul style="list-style-type: none"> <li>• Develop this group as a wider partnership group</li> <li>• Develop a smaller group</li> <li>• Share organisational contacts</li> </ul>  | <ul style="list-style-type: none"> <li>• This group to meet as a wider Comms Network.</li> <li>• Wider Comms. Network organisations to be invited to represent on a smaller group of around 5.</li> <li>• Comms. contacts distribution list to be shared</li> </ul>   |
| Events                                  | <ul style="list-style-type: none"> <li>• Promoting triathlon centre opening and Middleton cycle track</li> </ul>   | <ul style="list-style-type: none"> <li>• UofL and LCC to provide regular updated information.</li> </ul>  |